Saturday Night

DEC. 10TH 1955 TEN CENTS

Cyrus Eaton: On the frontiers of free enterprise (Page 16).

The Front Page

IT IS becoming more and more evident that the Federal Cabinet lacks both cohesion and leadership. Like a ship without a captain, it tacks this way and that according to the fancy of whoever happens to take a turn at the wheel—and if no one has the fancy, it simply wallows and drifts.

There have always been differences of opinion between cabinet ministers. It would be odd indeed if there were never any disagreements between men who are, presumably, the best-informed and most capable executives that a party can produce. But one man is the *prime* minister, the chief executive, and it is he who must see to it that out of the differences comes agreement on the policies needed for strong, effective government; his is the responsibility of leadership, and when he defaults, because he cannot or will not either persuade or discipline his colleagues, government becomes bogged down in confusion and frustration. And that is where the Federal Government is heading unless Mr. St. Laurent begins acting more like a Prime Minister and less like a tired chairman of the board shedding responsibilities on his way to retirement.

Latest evidence of the lack of cabinet agreement and discipline was produced by the recent visits of External Affairs Minister Pearson and Fisheries Minister Sinclair to Russia and other countries. It is no secret that Trade Minister Howe was annoyed by some of the things that

The Failure of the CCF
by John A. Irving: Page 7

The only certified 8-year-old Canadian Whisky on the market

Canadian

AGED 8 YEARS

Schenley O.F.C.

CANADIAN WHISKY

A distiller's age declaration, stating the time the whisky has been stored in small wood casks . . . *and only such an age declaration* . . . is your guarantee of the *true* age of a whisky. The numbered, signed certificate on the back of every bottle of Canadian Schenley O.F.C. is just such an age declaration . . .authentic proof that O.F.C. has been properly *aged in small oak casks for 8 full years.*

Certificate of Age

THIS FINE CANADIAN WHISKY HAS BEEN IN SMALL CHARRED WHITE OAK CASKS SINCE AUG. 1947

THIS WHISKY WAS KEPT IN THESE OAK CASKS IN CLIMATE-CONTROLLED AGEING ROOMS UNTIL BOTTLING IN AUG. 1955

BOTTLE Nº 00001

PRESIDENT

MASTER DISTILLER

THE MEANING OF AGE

AGE IS THE GREATEST SINGLE FACTOR IN DETERMINING THE QUALITY OF A WHISKY. WHISKY CAN ONLY AGE PROPERLY IN OAK CASKS UNDER CORRECT MATURING CONDITIONS. WHISKY DOES NOT AGE IN BOTTLES. THE EIGHT-YEAR-OLD SEAL ON THE SHOULDER OF THIS BOTTLE IS YOUR GUARANTEE OF RECEIVING A GENUINE EIGHT-YEAR-OLD WHISKY.

The Front Page continued

Mr. Pearson said in Moscow about trade between Canada and Russia. Finance Minister Harris had every reason to be peeved by the reports sent back by some of the Canadian correspondents hobnobbing with Mr. Pearson at the Colombo Plan conference in Singapore—he was pictured as the miserly guardian of the Canadian dollars that could turn Southeast Asia into the Eden envisioned by the great-hearted Mr. Pearson. And Mr. Sinclair came back from Siberia and China with an injury and a pretty disenchanted view of Chinese Communists ("this cat-and-mouse game that they're playing about their release of . . . prisoners isn't the kind of thing that makes you feel they are ready for recognition"). Both Mr. St. Laurent and Mr. Pearson, of course, have been friendlier to the recognition of Red China.

When Mr. Pearson returned to Ottawa from his long jaunt, not one of his cabinet colleagues turned out to greet him. But not too much should be made of that; Mr. St. Laurent and his ministers make a habit of not greeting even distinguished representatives of other governments.

Earlier this year the Prime Minister announced that a commission would be appointed to re-examine the Government's TV and radio policies. Transport Minister Marler either thought the Prime Minister was joking or decided that the re-examination would probably be a whitewash, because his department has made a ruling that quite effectively makes a permanent condition of monopoly television. It forbids more than a minor overlapping of TV transmissions "in order to facilitate the application of government television policy". Revenue Minister McCann, responsible to Parliament for CBC operations, has been silent; but then, he has not had much to say since his belated resignation from a trust company's board of directors and his extraordinary conduct in the Dempsey affair. The only purpose of the Transport ruling can be to protect CBC-TV still more against competition—confirmation of the belief that it is the CBC rather than the Government which originates broadcasting policy.

Finance Minister Harris and Trade Minister Howe have been at odds at least twice. Mr. St. Laurent and Immigration Minister Pickersgill have voiced some startlingly different views of immigration policy. And so it goes in department after department.

The solution lies with Mr. St. Laurent. He can exert himself to provide the strong leadership that the Government so obviously needs, or, if he finds the effort too much, he can quit the job. What he cannot do, and still have the nation's affairs handled with vigorous efficiency, is carry the *laissez faire* of 1955 into 1956 and possibly 1957.

Nehru: More subtle approach.

Nehru and the Reds

THE reception given Bulganin and Khrushchev by Prime Minister Nehru during the Indian portion of their "goodwill" tour through Asia did nothing to endear him to the West, although most British and some Canadian observers professed the belief that he was merely being polite, in a smart, Asian sort of way. Americans, of course, were puzzled and infuriated. Even the sober *New York Times* was irritated enough to growl:

"It is baffling because of some of the essential contradictions between what is being said—and apparently believed in some quarters—and the known facts in the case . . . What is baffling in this is how persons of as much intelligence as the Indians can believe that a Communist promise is better than an actual performance on the part of the free world."

It is easy to understand the frustration of the Americans. They have poured $450 million of their money in loans and grants into India in less than five years. The Soviet Union has promised one steel mill, two oil technicians and, in Bulganin's words, "to share with you our experiences in constructing industrial enterprises and utilizing atomic energy". Yet, as the *Times* sadly acknowledges, "many Indians are being led to believe that the United States is niggardly and the Soviet Union greatly generous".

Bulganin: "We will share."

Part of the trouble may be that the Commmunist publicity techniques are more skilful than those of the West, but this is a superficial explanation. A fuller answer can be found only in the enigma that is Nehru: a brilliant scholar whose western education rests lightly on a muskeg of Hindu mysticism; a statesman with an almost pathological fear and hatred of colonialism; a moralist with a strong streak of political ruthlessness; a democrat dazzled by the theoretical advantages of Socialist authoritarianism, and so on through an endless list of complexities.

By playing hard-to-get in the grim contest between the free and the Communist worlds, he may be putting his country in a perilous position, but obviously he does not think so and Western preaching, American style, is not going to change his opinions. The Russians have not tried to convert him by plain speaking, but have subtly appealed to his fears, vanities and other weaknesses. The West must be at least as subtle.

Power of Song

A FRIEND of ours, a clergyman, moved recently to a church in a built-up area that only a few years ago was rolling farmland. He is delighted with the vigor of his congregation, a fine mixture of young suburbanites and old farmers, even when it strains his good humor and tact. One church-goer, for example, sings the hymns so lustily that he generally manages to throw most of the others off key. Our friend worked around to a gentle rebuke and got this answer: "Loud? Me? Preacher, you should have heard me in my young days, singing in a chapel with a tin roof."

Trans-Canada Highway

MENTION the Trans-Canada Highway, and the ordinary red-blooded Canadian bristles. His national pride has been touched because he cannot drive the length of his country on a fine paved road. It's a shame, he thinks, that after five years' work following the Dominion-provincial agreement of 1949 only about 1,223 miles of the 4,600-mile highway have been paved and 405 miles graded preparatory to paving. But if you want to bring him to a roaring boil, mention the traffic-clogged condition of the highways in

his own district. And that gives you the reason why the Trans-Canada Highway in 1955 is barely one-quarter finished and why it will still be unfinished at the end of the next five-year agreement between Ottawa and the Provinces—unless a lot more Federal money is put into it.

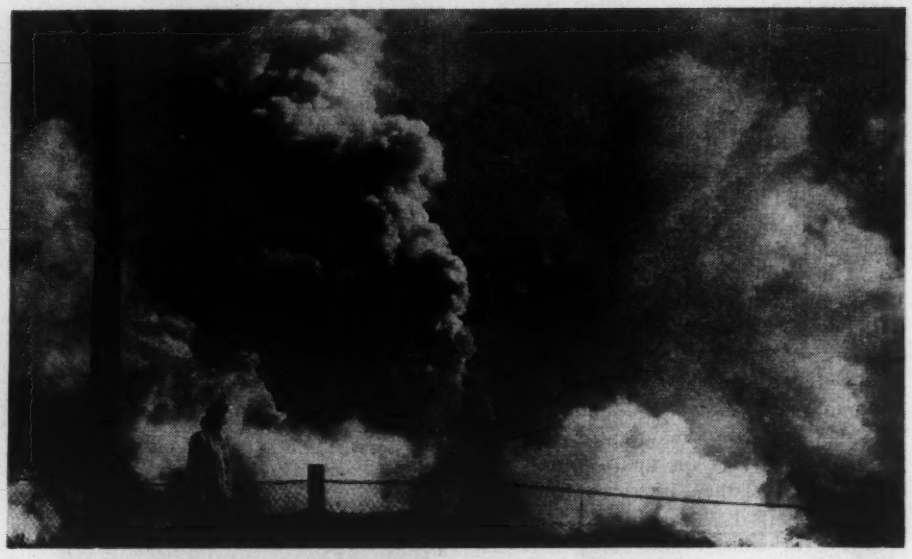
In principle, the Trans-Canada Highway is a fine thing. Canadians should be able to drive on pavement from coast to coast without leaving their own country (they can cover the distance now if they want to risk their expensive vehicles on dirt roads). In reality, even the richest Provinces cannot find the money to build all the highways that are needed for strictly provincial purposes. In wealthy Southern Ontario, for example, traffic has so far outstripped the Government's ability to build that the Legislature will probably encourage the construction of toll roads. At the present time, as far as the Provinces are concerned, the Trans-Canada Highway is a luxury and the regional highways are a necessity.

The 1949 agreement to split the Trans-Canada cost 50-50 between the Federal Government and the Provinces was never realistic. Ottawa has offered a new formula and more money for the new agreement, but it still puts too much of a burden on provincial resources. The Federal Government would pay 90 per cent of the cost of the most difficult stretches of the incomplete road, up to 10 per cent of the total mileage in any Province. The remaining cost would still be divided half-and-half. This would mean that British Columbia, for example, would get the 90 per cent help on only 69 out of 692 miles —and the average cost per mile of new road in that Province, according to Highways Minister Gaglardi, is $163,000. The Provincial Governments would be neglecting their duty to their taxpayers if they diverted to the Trans-Canada Highway funds that were badly needed for local road projects.

Tiresome Argument

AN ANNUAL row about Santa Claus, it seems, is as inevitable as Christmas itself. Someone discusses the propriety of encouraging children to believe in a myth and immediately there is a furious outcry that Christmas has been spoiled for the children. A few weeks ago, the Santa Claus issue was debated on a BBC program, "The Brains Trust", with the usual result—a deluge of angry complaints.

It's a silly argument, because the Santa Claus tradition is fostered and nourished strictly by adults for their own gratification and amusement. Children are tough little realists and their Christmas excitement comes from the expectation of gifts rather than any mumbo-jumbo about the giver. If grown-ups were honest with themselves, they would admit that the scuppering of Santa Claus takes more fun out of Christmas for themselves than for their children.



Industrial Montreal: smoke means busy factories—and foul air.

For Cleaner Air

WHENEVER a resident of one of the smoky cities of Canada finds his clothes spotted or his car pitted by the dirt in the air about him, he generally growls, "There ought to be a law". The chances are that there is a law, particularly if he lives in Ontario, Quebec, or British Columbia. Sherbrooke had a smoke-abatement bylaw as far back at 1905, and so did Hull. St. Thomas, in Ontario, passed a similar regulation in 1911. Most of the municipalities, however, did not take measures to control air pollution until after the Second World War—Ottawa in 1947, Winnipeg in 1948, Toronto and Windsor, Ont., in 1949, Saint John in 1950, Vancouver and London in 1952, and many others in the years from 1946 to 1955.

The bylaws have not been particularly effective, partly because of the difficulties of enforcement, but mainly because of the failure of municipal authorities to generate the sort of sympathetic response to their measures which would make punitive action unnecessary. That there must finally be some legal sanction against air pollution is obvious, but in cities that have waged vigorous and successful campaigns for cleaner air, such as Pittsburgh and St. Louis, the results have been achieved by enthusiastic public co-operation rather than by threat of punishment.

The most intensive study of air pollution is probably that being carried on in Sarnia, and this is an example of action without compulsion. Representatives of the Research Council in Ontario in 1952 suggested to the city's three biggest industries, Imperial Oil, Polymer and Dow Chemical, that a survey be made of both air and water pollution. They agreed, and shortly afterwards Sun Oil, Canadian Oil Companies and Cabot Carbon of Canada joined the project. Each company finances the tests carried out on its own site, and the cost of the Ontario Research Foundation's work is paid half by the Ontario Government and half by the local industry. It has worked so well that earlier this year the Foundation's B.C. Newbury was able to tell the First International Congress on Air Pollution:

"We consider that it is fundamentally wrong and mildly undemocratic for a city to have to legislate against air pollution and provide an enforcement agency as far as industry is concerned. Industry has the know-how, the man power and the facilities to do the work far better itself; legislation should be reserved for use against the nonconformers only."

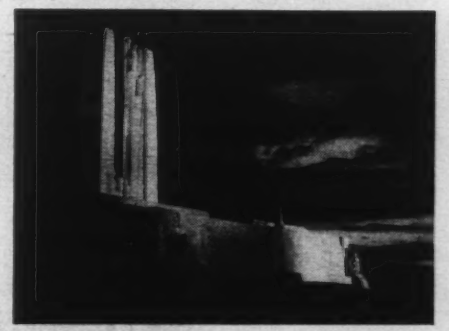
But someone in the community has to stir the interest and conscience of industry. The responsibility belongs to the elected representatives.

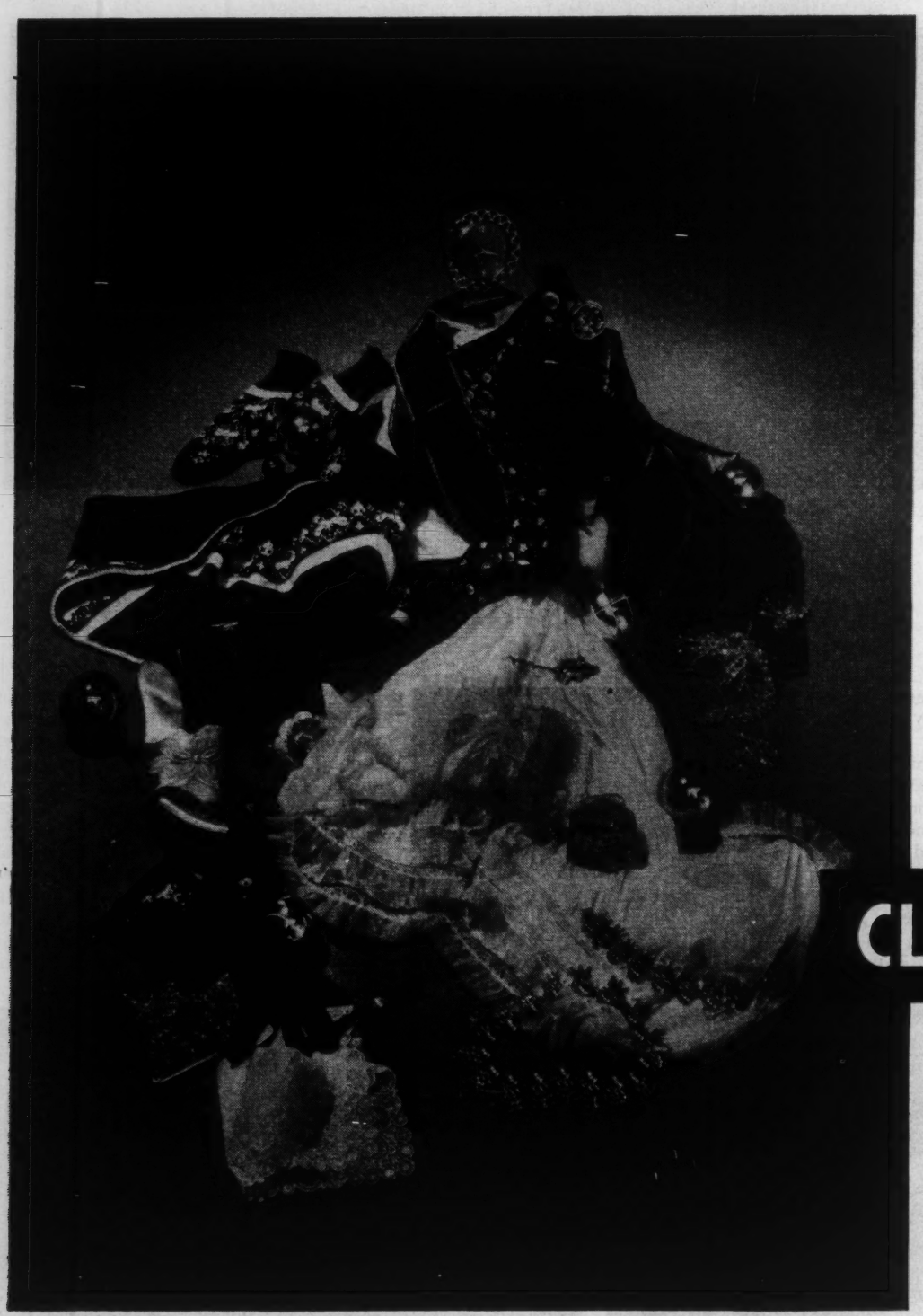
Busy Women

SOME very unkind things have been said (by men, significantly) about the groups of churchwomen who have been going around bookstores and news-stands in Ontario trying to persuade the proprietors not to stock books of which the good ladies disapprove. What the critics do not seem to understand is that the normal North American woman has to crusade for something every so often if she is not to become a seething mass of frustrations. If she is not permitted to meddle with other people's lives, she becomes an embittered harridan, driving her husband to the drink she would prohibit and her children to the books she would ban. Better for us all to let her have her fling and wait patiently for the time when, her thirst for reform momentarily assuaged, she again turns pleasantly to homemaking.

Walter Seymour Allward, 1875-1955

FEW MEN have left behind them a more enduring memorial than did Walter Seymour Allward, who died last April 24. A sculptor whose integrity of purpose was matched by great technical skill, he was at his best in the creation of such monuments as the Vimy Memorial, pictures of which are reproduced here. In this work his wonderful sense of proportion in mass, his feeling for distance and his mastery of perspective were given their widest scope, so that even hill and sky became part of the design. Tyrannically critical of himself, Allward was not content with anything less than perfection in site or material. He would spend months in search of exactly the right stone. This week a memorial exhibit of Allward's work goes on view at the Toronto Art Gallery as part of the seventy-sixth annual exhibition of the Royal Canadian Academy of Arts. It contains photographs of the major works, and a number of the small sketches in pencil, crayon and wash in which he gave expression to his thoughts, dreams and plans.





"sugar 'n' spice for someone nice" . . . from

CLUB 391

Simpson's Christmas shopping centre for men third floor, Toronto

Club 391 is wise in the ways of women . . . successful Santas simply bring or phone their whole Christmas list to this charming little boutique . . . could shopping be easier!

Hanky, 5.50; sterling cigarette case, $32; suede gloves, 7.95; cigarette holder, 1.50; slippers, 4.98; Mexican copper bracelet, 13.50; matching earrings, $5; imported sweater and mitts, $35; evening stole, 14.95; clock, 59.50; Elizabeth Arden Christmas stocking, $20; necklace and earrings, 49.50; pig corkscrew, $4; nylon tricot negligee, 79.95; "Joy" perfume by Patou, 2 oz. $75; Mexican sterling necklace, bracelet and earrings, $53.

WRITE, OR PHONE UN 1-9111 . . . ASK FOR CLUB 391.

Simpson's Toronto . . . **THE CHRISTMAS TREE STORE**

SIMPSON'S STORES ARE LOCATED IN TORONTO, MONTREAL, LONDON, HALIFAX AND REGINA

by John A. Irving

The CCF: A Record of Failure

Coldwell: Political realist.

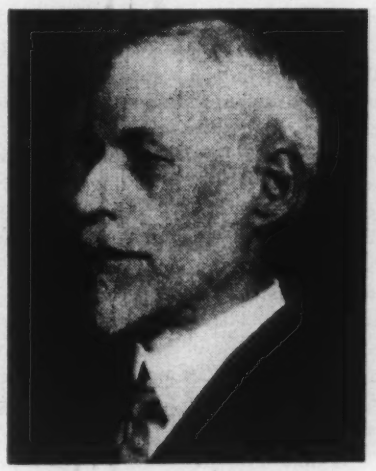
DURING the past few years it has become increasingly clear to informed Canadians that the Co-operative Commonwealth Federation is a prime example of the failure of a social and political movement.

Recent provincial elections across Canada, coupled with the failure of the movement to make significant gains in the federal elections of 1949 and 1953, indicate that today the CCF is barely breathing. Even its most ardent supporters must have been dismayed by its spectacular failures in provincial elections last June. Under new leadership in Ontario it won only three seats. In Alberta the CCF failed even more hopelessly: there it yielded to a resurgent Liberal party the spear-heading of the attack on the Social Credit government.

Why has the CCF failed so miserably? Many answers may be given to this important question. The significant answers, however, must be given in terms of the weaknesses exhibited by the CCF as a social movement. Three factors are necessary for the political success of a new social movement: leadership, ideology, and strategy. In all three respects the CCF has been singularly lacking in the qualities essential for success.

The qualities of leadership in which the CCF is so sadly deficient may be best understood in terms of the characteristics of its two national leaders. The first of its leaders, the late J. S. Woodsworth, was a social-gospel Methodist, trained in the liberal theology that dominated Protestant thinking earlier in this century. A man of saintly character, he was infinitely more at home in the rarefied atmosphere of social-gospel ethics than amidst the harsh realities of the economic and political life of Canada. He was unquestionably a man with a message, but the politically significant aspects of that message had already been pre-empted by Mackenzie King.

M. J. Coldwell, the present leader of the CCF, is much more of an economic and political realist than his predecessor. He is also much more adept as a political organizer. But the ideology he advocates bears a remarkably close resemblance to that of left-wing Liberalism. The persistent rumor that Mackenzie King had picked Mr. Coldwell as his political heir (with the hope of bringing the CCF back into the Liberal fold) may have been wishful thinking, but it was well-founded wishful thinking. Mr. Coldwell has, in eminent degree, the qualities essential for the leadership of a well-established political party; but he is conspicuously lacking in those dynamic and dramatic qualities of personality that the leader of a new social movement must possess if he would achieve political power.



Woodsworth: Social-gospeller.

With the exception of Saskatchewan, the leaders of the CCF provincial parties in Canada share the merits and the defects of the national leaders of the movement. In neither the federal nor the provincial fields has the CCF solved the problems of leadership. Twenty-three years after its conception in Calgary, it seems more unlikely than ever that it will succeed in solving those problems. The preferred personality type in Canada is not conducive to the emergence of successful political leaders of new social movements. William Aberhart remains the colorful exception rather than the rule.

Ideologically, the CCF is actually more of a conglomeration of provincial parties than even the Conservative and Liberal parties. In British Columbia its leaders have, at times, given the impression of being dangerously close to Marxism; and their radical, if not revolutionary, statements have seriously handicapped the more moderate movement in Alberta. On the prairies it has been necessary for the CCF to play down the idea of the nationalization of land. In Saskatchewan the movement is essentially the political arm of the great farm co-operatives, which preceded the rise of the CCF to political power there and will survive its eclipse, just as they preceded the rise of the UFA to power in Alberta in 1921 and survived its total collapse in 1935. The Socialist movement in Ontario is dominated by unrealistic intellectuals on the one hand and by rigid bureaucrats on the other hand. Rightly or wrongly, the public has formed the impression that the energies of Ontario CCF leaders are devoted mainly to a struggle between these two groups for control of the movement. Confronted with the traditional disapproval, if not the open hostility, of Roman Catholicism to secular socialism, the Quebec movement has recently changed its name. Even in the economically depressed Maritimes, the

Douglas: Success in Sask.

LAING

Krieghoff
Emily Carr
Jack Markell
Arthur Lismer
Lawren Harris
A. Y. Jackson
Maurice Cullen
Horatio Walker
Frank Carmichael
Manly MacDonald
Early Canadian Water-Colours
J. E. H. MacDonald
Jean-Paul Riopelle
Franklin Arbuckle
Clarence Gagnon
Homer Watson
B. C. Binning
F. H. Brigden
J. W. Beatty
Alfred Pellan
David Milne
Paul Peel

—and other important Canadian, British and French paintings

Galleries:
194 Bloor Street West, Toronto

IT'S WORTH ASKING FOR

By Appointment
to Her Majesty Queen Elizabeth II
Scotch Whisky Distillers
Wm. Sanderson & Son, Ltd., Leith

Available in various bottle sizes

ideology of the CCF carries little appeal except in a few mining areas.

In addition to its ideological disunity, the CCF suffers from the fact that the Canadian people distrust profoundly a creed that is not indigenous to their country. The ideologies of Conservatism and Liberalism are native growths, but Socialism is an importation from England. In many respects the CCF is the most colonially-minded of our political parties.

A third source of the ideological weakness of the CCF is its rigid adherence to the Regina Manifesto. To this document the CCF had remained glued like a fly to a piece of fly-paper. Commitment to the Fabian Socialism of a vanished age has made it impossible for CCF leaders to adapt their ideology to the dynamic economic realities of Canada today, so vastly changed since the nineteen-thirties.

Ideological disunity, lack of an indigenous doctrine, and rigid adherence to an outmoded document are all weaknesses that could, conceivably, be overcome if the CCF were to recruit abler leadership than it has heretofore been able to attract. But there is one supreme handicap which its leaders, no matter how outstanding they might be, will never be able to overcome—the conditions of life in Canada.

The ideology of Socialism, whether Marxian or Fabian, was forged in the tightly articulated class-structure of European society. As Aneurin Bevan and his followers have made abundantly clear, even Fabian Socialism presupposes a struggle between the social classes. While Canada is not entirely a middle-class society, the social and economic structure of this country creates endless possibilities of social mobility. The appeal to class-interest, so fundamental in Socialistic ideology, never has had, does not now and never will have, relevance to the actualities of Canadian life.

The failure of the tactics and strategy of the CCF is even more notable than the failure of its leadership and its ideology. Why has the CCF been unable to emerge as a mass movement? Part of the answer to this question consists in its failure to develop techniques of systematic instruction in its ideology. No new social movement can succeed unless it trains speakers who, in turn, train other speakers, until thousands of local leaders are available.

Owing to its failure to train local leaders, the CCF has never (except in Saskatchewan) become a grass-roots movement. Incapable of developing a dynamic people's movement, CCF leaders have become little more than head office bureaucrats in our own provincial capitals. Lack of personnel willing to give even a day to the Socialist cause was especially evident during the Ontario election last June.

The leaders of a social movement that seeks political power must be prepared to give the public a good show. The CCF has failed repeatedly to exploit opportunities of dramatizing its appeal to the people. Owing to this lack of dramatic appeal, most people have no interest in CCF public meetings or radio addresses. Nobody reads his newspaper eagerly for news of CCF tactics and strategy; nobody tries to anticipate what the movement will be up to next. The motto of the CCF might well be: "Drabness is all".

The leaders of the CCF have apparently learned nothing from their futile tactics and strategy in the past. Recently they have demonstrated, once again, the fascination of the bureaucratic ideal by attempting to induce the projected Canadian Labor Congress to affiliate with their movement. Although one of the two associations to be merged in the new Congress, the Canadian Congress of Labor, has officially supported the CCF for twelve years, it has been highly unsuccessful in attracting mass labor support.

CCF leaders would be well advised to learn from American experience. In the United States the unions have never become firmly tied to any party. Labor leaders have sometimes attempted to force their followers to support a particular candidate. But election results in states like Pennsylvania and Ohio in recent years indicate that the members of unions will not accept political dictation from their leaders.

Before splitting the new Congress politically, labor leaders in the CCF could, of course, also learn something to their advantage from the results of the provincial election in Alberta last June. In a coal-mining district of western Alberta, one of the most depressed areas in Canada, the electors, although heavily unionized and heavily unemployed, returned the Social Credit candidate.

Incapable of developing a mass movement, harassed by schisms within their ranks, and frustrated by smashing electoral defeats, the leaders of the CCF have recently injured their cause almost to the point of no recovery. They are now blaming the apathy of the working man and the general trend against people's movements throughout the world for the failure of the CCF to advance materially.

"The healthy critical attitude of the Canadian voter," the Ontario CCF leader is reported to have said recently, "has degenerated into a destructive, defeatist cynicism."

Why does the alleged apathy of the Canadian electorate offer the CCF a cup of bitterness rather than a challenge?

Leaders of the CCF would be well advised to admit frankly and fully that the fault is in themselves rather than in the Canadian people. They would then realize also that the CCF is a spent force.

by Gilbert Seldes

Sing 'Em and Weep

BY LONG tradition the popular song has been the least troublesome of the lively arts, the most unlikely to get on the front page and before the lawmakers—unlike the movies, the broadcast arts, the comic-horror-book. In spite of the prevalence of juke-boxes, a lingering impression remains that singing a song is an intensely personal expression to be indulged in by men under a shower and women on sleigh-rides.

Yet in the past few months in various parts of the United States, the hit tunes have become a matter of concern to constables and sheriffs as well as to broadcasting stations and it is quite likely that bills will be introduced into State, if not Federal, legislatures to do something about the new phenomenon called "Rock 'n' Roll".

R-&-R (as its sophisticated followers call it) is a new name for a different way of playing music familiar to students of the old record-catalogues in which there was always a small section called "Race"—meaning recordings, by Negro bands or soloists, of their own compositions or their own arrangements of the regular Tin Pan Alley product. The words in some of these songs were so simple that you could hardly say they had a double-meaning; they were not like the long catalogue of animals in Cole Porter's "Let's Do It" which ends with the line "Let's fall in love". If you liked the songs, you would say they were robust; if you weren't inclined to the robust, you might say they were dirty.

The new way of playing these compositions is to shift the accent. If you're accustomed to the regular rhythm of standard jazz, this shift is something like altering the perspective suddenly on a picture—disconcerting but interesting.

R-&-R is also a new way of listening to music. According to reports, small bands travel around, hit fairly big roadhouses over the weekend, and are frantically welcomed by the motor-cycle and leather-jacket set, the boys who talk like Marlon Brando and the girls who love them for it. The vocalists with the band, usually men, may writhe on the floor in the ecstasy of their performance and the teen-agers rock sympathetically and the police come in worrying about dope and delinquency. The legitimate roadhouse takes on the atmosphere of the old speakeasy. Disc-jockeys exploiting the same music have been featured in big movie houses—their names far above the title of the picture. *Variety* has denounced the "leer-ics".

I can remember the time when I entered public debates to maintain that jazz was not in itself immoral (and that it *was* music) so my approach to R-&-R is cautious. I look back and see that the whole general line of popular music takes a single direction from the sloshy ballad of the 1890s ("Only a Bird in a Gilded Cage" was one of the late ones) through ragtime into polite jazz (Whiteman, Lopez, and company); and with the discovery of the jazz of the Negroes in New Orleans and Chicago came the hotter type and swing. So this new loud, fast, vulgar music with a strong beat, for vigorous dancing, seems to be merely following in the usual path.

A desire to kick the world in the pants?

But right in there you may note an omission: the coming of the crooner and the song of frustration, of weakness, and defeat. From Vallee and Crosby on radio, through the elaboration of the musical movie, one quality dominates: softness. Softness of heart, decided softening of the brain, and levelling out of the beat; and with this, such a gush of self-pity in our minstrelsy that the air became full of unmanly lamentation.

You can say we had sad songs before and the blues and the torch songs, from "My Man" on, will back you up, but there is a difference. The true blues may express sadness, but they are likely to be exultant at the same time.

This combination of saccharine and melted butter seemed for a long time to be as popular with the teen-agers as with their elders.

Youngsters (and their fathers and mothers, too) flocked to hear Benny Goodman a couple of years ago and learned that the bobby-soxers of the last generation had been lucky to hear this master of jazz; and then presumably these same youngsters popped a nickel into the juke box to hear someone declare he'd never smile or dance or care again. To be sure there are enough young people on this continent to support all kinds of music—but the people in the trade seemed to think that the same youngsters were supporting these two totally different - and - opposite kinds. It was a little like expecting the same paperbook audience for Saroyan and Mickey Spillane.

My present hunch is that the rock - and - roll phenomenon is the joker—the children brought up on Dizzy Gillespie (or Ellington and Armstrong, to mention greater names) were following the direction I described above, towards hotter and more violent jazz, not to slow and sentimental ballads.

Ask a disc-jockey why he plays a certain record so often and he will say "because it's popular"—but the truth is nearer the other way round: a tune is popular *because* it is played. In the far-off days of dozens of vaudeville houses and no radio stations, the song-pluggers did the spade-work to get a song accepted; now the jockeys do it.

This gives us a clue to a bewildering puzzle in popularity. Sociologists and managers of recording companies have both tried to connect the kind of songs we sing with the way things are going—nationally or internationally. (Raymond Swing, one of the most thoughtful of our news commentators, said that he gave up hope for peace in the Spring of 1939 when he heard the song about the little fish who, you

may not care to recall, "fam and fam all over the dam".)

Naturally you get the "timely song" from "I Didn't Raise my Boy to be a Soldier" which corresponds roughly to Woodrow Wilson's "too proud to fight" to "Don't Sit Under the Apple Tree" in which the much more realistic soldiers of the Second World War tried to protect their rights by remote control. But why are certain *types* of songs popular at certain times?

I do not propose to reject any other explanation, but I ask the deeper investigators to consider mine—which has the virtue of simplicity. All I say is that in addition to all the other factors, you must consider availability. In addition to sentiment, you must consider business.

The public does choose its favorites, to be sure; but it chooses among the producers' favorites — the ones that are offered and publicized and promoted. The very fact that the rock-and-roll discs have only this year won open popularity is a demonstration of this: for they were the cheaper records in the major companies' catalogues; they were on sale but were not pushed. So their latent popularity took years to emerge.

This is, I am aware, a low, crass, and probably Marxian view of the noble art of song—but I have found that a shot of Marx is the best inoculation against too-much-Freud (and vice versa). The Freudians may be right; it may be true that the average American male is approaching a sort of dead-neutral in his sex life and so has to moan over his incapacity to keep his beloved—but I see few signs of this outside of the songs he is singing.

But one thing still stands out: our great composers of popular songs all have written and are writing songs of triumph, not exclusively perhaps, because they have a wide range, but to the point that you can hear such songs—from musical shows produced for the theatre. Songs in the past like "Nice Work if You Can Get It" asserted that "You *can* get it—if you try", which is, I suppose, in the tradition of rugged enterprise.

These are, as I said, songs for the theatre; when they get into the movies, they are liked, too. But the composer of novelties, the merchant of frustration, goes directly for the juke box, the record, the broadcast; and his surest line is a slow bleat. Perhaps the veteran, now settling down with wife and children, becoming a junior executive or a sales manager or a head clerk, really likes this kind of music; perhaps his wife does and he merely tolerates it. On the other hand, you have the youngster who, in his uncertainty, to which some resentment against fate can be added, may turn to violent music, not to make him contented, but to kick the world in the pants. To this mixture of Freud and Marx I might subscribe.

A SPARKLING WAY TO SAY "Merry Christmas"

The gift . . . a beautiful SPARKLET Refillable Syphon! The reaction . . . pleasure and appreciation for a different and so-very-luxurious gift. A gift that provides the host or hostess with a constant supply of bubbling, sparkling soda—MADE FRESH—in an instant—just by filling the SPARKLET Syphon with water and screwing on a SPARKLET Bulb. What could be simpler? What gift could be more practical? Make a note now to give a SPARKLET Syphon for Christmas. Lower priced than ever before!

CHOOSE FROM A VARIETY OF HANDSOME COLOURS

STREAMLINED SPARKLETS in lustrous chrome with enamel bands, lightweight, durable, complete with chrome-plated drip tray **23.50**

STANDARD SPARKLETS in gleaming glass, stands upright in any refrigerator, will give lasting service **12.95**

SPARKLET BULBS, each gives a quart of sparkling soda. Box of 10 ..... **1.25**

Remember . . . the SPARKLET Syphon pays for itself out of saving . . . you actually save money with every drink you serve.

SPARKLET *Refillable* **SYPHON**

MADE IN ENGLAND

Sold in Drug, Jewellery and Department Stores

Distributed in Canada By:

BETTER PROPRIETARIES LTD.
579 RICHMOND WEST
TORONTO, ONT.

Foreign Affairs

Second Geneva: Life Still Goes On

by Adrian Liddell Hart

"THE 'COLD WAR', in the sense of peaceful competition, will inevitably go on." The remark by John Foster Dulles, U.S. Secretary of State, in his report to the nation on the last Geneva Conference may have been an expression of perplexity; it is surely a contribution to it. For the failure of the Foreign Ministers at Geneva to reach any agreement on the issues under discussion has resulted in a mood throughout the Western world compounded of perplexity, disillusion and indifference. The perplexity is most marked among the leaders themselves and their advisers—official or self-appointed—on international problems, to judge by their utterances or lack of utterance so far. The disillusion is the reaction to the high hopes about the so-called "Geneva Spirit" which were being entertained this summer, especially among the minority of people with some interest but not much experience in international affairs. And finally, the indifference is an increasingly pronounced attitude of many people, who feel that despite all these habitual crises and prophecies, expectations and deadlocks, life somehow goes on, and goes on fairly well.

If there was, after the first Geneva Conference, a tendency amongst the statesmen to "devalue" specific issues, there is a corresponding inclination among the general public today to devalue the importance, the seriousness, of "the whole business". This mood is, I feel, the real Geneva spirit of our time. Feeling this mood, the leaders are warning against the danger of relaxing our vigilance. But the more positive attempt to counteract this mood does not so far sound very convincing. The abrupt refusal of the Russians to allow a free interchange of ideas has been rightly deplored—but we might well ask ourselves what are these ideas we want to put across—and what would be the effect if we did put them across.

If the Geneva Conference has contributed to this mood, it is not altogether responsible for it. Take, for instance, the current discussions on the admission of new members to the United Nations.

Priestley: "Americanization".

Who really cares a hoot whether Outer Mongolia is willing and able to carry out the obligations of the Charter, or whether Albania is as peace-loving as the Yemen and other states admitted in the past? Such questions are only a reminder that we live in one world — where political concepts of democracy are extremely relative. Indeed, the very apparent cynic-

To all our friends we extend warmest good wishes for a Merry Christmas and a Happy Prosperous New Year.

Continental

CASUALTY COMPANY

Head Office in Canada—Toronto

R. D. Heins

General Manager

ism of the "packaged deal" may encourage a new look both at the world in which we live and at the methods of diplomacy best suited to this world.

The desire for security: Politically, this expresses itself in the widespread desire for strong government, in the determination to avoid civil strife and lawlessness, even at the cost of putting up with a regime which is otherwise objectionable.

An article about China gives an eyewitness account of present conditions there: "Today, after five years of Central People's Government, the nine-tenths of the population which crawled on the rim of famine and virtual slavery, are fed, clothed, cared for medically, housed and given work . . ." This surely finds a distant echo in a contemporary article by Bruce Hutchison: "Not a day goes by without government (in Canada) being asked and compelled to extend its services . . ."

Americanization: A few months ago, Hugh Gaitskell, the British Socialist leader, made a speech in which he referred to a new trend in English society which he called "a growing Americanization of outlook". J. B. Priestley assailed him for being, like most Socialist leaders, years behind the times, and mocked the public figure who "will still praise the love of liberty of people who would cheerfully exchange their last glimpse of freedom, for a new car, a refrigerator and a 14-inch television screen".

A relatively minor but not, I think, insignificant aspect of these trends is the problem of juvenile delinquency. The gangs of Brooklyn and Vancouver have their counterparts in the "Teddy-Boys" of London, the "Schlurfs" of Vienna and, indeed, the Moscow youngsters. "Look at his socks of specially chosen shade," admonished the Moscow radio, "and as to his nails, the varnish defies description." Probably there is nothing really new in this problem, but the very fact that it is causing so much concern in countries of such supposedly different economic and political conditions suggests a frustrated revolt of the adolescent individual against a prevailing social pattern.

Conservatism: In the Western world there has been a revival of conservatism in the last few years which goes deeper than a return of non-Socialist parties to power. The *Spectator* observes: "The spirit of protest and in wider fields the spirit of free enquiry has found its resting-place in the middle of the 20th century on the Right. These new Conservatives . . . have come to recognize that men will not seek freedom unless the security which tradition gives relieves them of their fear of freedom." A somewhat similar trend is noticeable in the United States where, as Arthur Schlesinger points out, "Bright young men who once read Paine, Jefferson and Mill, are now reading Burke, Adams and Disraeli". And so is the

There's no mistaking Craven 'A' quality

The world-renowned Craven 'A' are supremely satisfying . . . so cool to the tongue and kind to the throat. Superb in flavour, the delicious mildness of Craven 'A' means unqualified enjoyment—from the world's costliest tobaccos.

The largest selling cork-tip cigarette in the world.

Craven 'A'

will not affect the throat

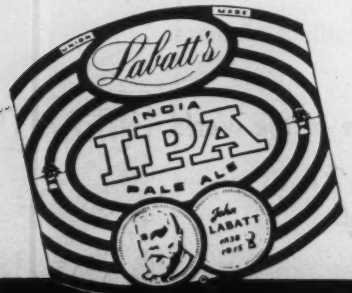
CRAVEN PLAIN
without cork tip —
same fine quality as Craven 'A'

"A job like mine takes it out of you"

"But Labatt's IPA puts it right back in,"
says Albert Chilcott, Toronto, Ontario

No matter where you work, what you do, there comes a time when you crave an ale with *real* body and flavour to it. An ale exactly like IPA. IPA is Albert Chilcott's ale . . . a man-size ale to take care of the man-size thirst you can expect in a foundry. IPA may be *your* ale, too. You should try it —soon.

Find out about IPA . . . *the ale that satisfies the man in you!* Try IPA the next time you're at your favourite hotel or tavern, the next time you order ale for your home. Start enjoying the ale with body . . . flavour . . . *ZEST!* The man's ale—IPA!



The swing is definitely to
LABATT'S

Hon. Lester Pearson whose recently published little book *Democracy in World Politics* is a challenging analysis of fundamental world problems. He quotes with approval Burke's famous speech to his electors: "I did not obey your instructions. No, I conformed to the instructions of truth and nature and maintained your interest against your opinions, with a constancy that became me . . ."

In Russia today, there are many indications that a not unrelated trend is taking place. In the *London Observer* Edward Crankshaw sums up this trend: "The second generation of the privileged have very often an attitude to the masses compounded of indifference and contemptuous detachment . . . all the way down the scale one is aware of a deep and purposeful move towards gentility and respectability . . . so what one finds in essence is a far more relaxed society, . . . and with the younger generation infinitely freer in mind, more upstanding and more self-respecting than their elders in middle age".

Throughout the world, a great re-valuation of political orthodoxies is taking place, even while social and economic trends are blurring the old lines between parties and regimes. Yet, for all our talk about a "free interchange of ideas", we are still very reluctant to admit this at the international level. These trends do not indicate that the West can really pursue the kind of "dynamic" policy for which some people are so fond of calling. They do suggest a greater reliance on traditional diplomatic methods.

The considerable criticism which is being voiced in the States at the moment at the way in which the Administration has been "managing the news" and attempting to use the press as an instrument of diplomacy, only serves to point this question. "One of the difficulties about open diplomacy," writes Mr. Pearson in his book, "is that not only the nature but the very function of negotiation may be confused by whipped-up popular emotion . . . We might be well advised to leave more of diplomacy to the diplomats." This plea for traditional diplomacy has also been put by Sir David Kelly, the former British Ambassador in Moscow: "In the 19th century the diplomatists, backed by Foreign Ministers, who both had leisure to think and were in the habit of frequently meeting each other, not in spectacular conferences but during holiday visits to spas and watering places, played a major part in the conservation of the great peace of that era." And if an added incentive to use these methods is needed, it surely lies in the growing tendency of certain states to exploit any public international conference for their political ends, like the Russians — without being capable as the Russians are, of controlling the popular emotions which these methods of "diplomacy" arouse.

Your boilers and machinery should be inspected by specialists

skilled in detecting danger signals which —unheeded—might lead to plant-crippling accidents.

Experience
Service
Stability

See your Agent or Broker

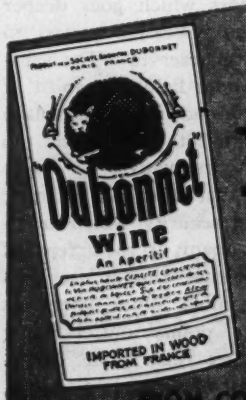
Estab. **1875** 2-5

The BOILER INSPECTION and INSURANCE COMPANY of Canada
Montreal Toronto
SPECIALISTS in power plant insurance

TRY **DUBONNET** "STRAIGHT"

SERVE **DUBONNET** CHILLED

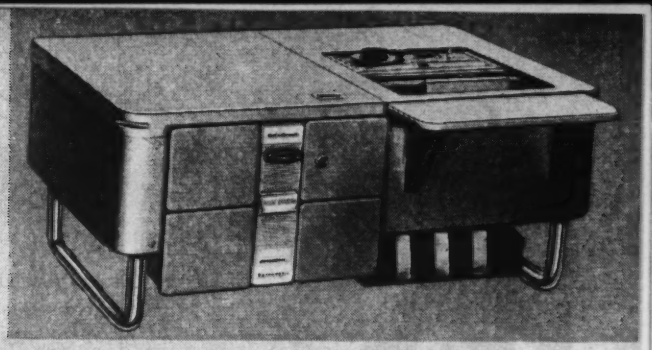
USE **DUBONNET** IN COCKTAILS



AVAILABLE IN CANADA FROM COAST TO COAST

whatever you need in microfilming

—and at a price you can afford!



MODEL 205 RECORDER

MODEL 206 READER

Here you are. To meet the need for truly low-cost microfilming, here is a complete new line of machines from Bell & Howell and Burroughs.

MICRO-TWIN RECORDER-READER: For less than you might expect to pay for a recorder alone, you get a complete microfilm recorder and reader in one unit! It records as fast as it can be fed—by hand or automatically. Photographs documents front and back (simultaneously, if you wish). Full-size facsimiles can be made in the reader and developed without a darkroom.

NEW MODEL 205 RECORDER: The Micro-Twin without the reader. If your operation makes it desirable to use separate recorders, this is your unit. It has all of the features of the Micro-Twin, but instead of the reader, you get extra work space on the top of the cabinet.

NEW MODEL 206 READER: This is a simple, low-cost unit for convenient use where readers are required in locations removed from the recorder. Compact and portable (weighs only 16 pounds), it projects 8-, 16- or 35-mm film.

You have your choice of 37 to 1 or 24 to 1 magnification with interchangeable lenses. The projector head swivels full circle so that the image can be turned upright on the screen regardless of its position on the film.

Now—haven't you waited long enough for the advantages of microfilming? Call our branch listed in the phone book. Burroughs Adding Machine of Canada, Limited. Factory at Windsor, Ontario.

MICRO-TWIN RECORDER-READER

Bell & Howell MICROFILM EQUIPMENT

SOLD AND SERVICED BY Burroughs

Burroughs B

"Burroughs" and "Micro-Twin" are trade-marks

Enjoy a finer cognac...

Bisquit COGNAC

* * *
THREE STAR
IN BOTTLES
AND IN FLASKS

A superb brandy distilled from grapes grown in Cognac, France, and matured in the venerable cellars of Bisquit Dubouché & Co.

By appointment to the late King George VI

PAUL MASTBAUM, OFFICIER GENERAL DES GRANDES MARQUES, MONTREAL

HASLEMERE HIRE-CARS

No Mileage Charge — HH — No Mileage Limit

OUR CAR WILL MEET YOU ON ARRIVAL

Self Drive. Morris Minor Saloons, Morris Oxford Saloons and Station Wagons. Wolseley 4/44 and 6/90 Saloons. All cars are the latest models. Delivery anywhere in United Kingdom at 9d. per mile. Delivery to Cross Channel Port £10 plus freight. Delivery Continental rendezvous 1/- per mile. Cars based in Ostend, Belgium, Amsterdam, Holland and Cologne, Germany. Four weeks hire from £36 October-March and £50 April-September. Reductions up to 40% for long term hire. Fully equipped caravans from £4 per week to £7 per week for the same periods. Insurance included. Driving Licences obtained and all arrangements made for cross channel shipment and Foreign Touring Documents. Maps and route cards provided.

Insurance included in the Hire Charge

RAC *Tel.: Aldershot, England, 581* AA
Grams: "Morservice", Aldershot, England
MORRIS HOUSE (DEPT. No. M.5), ALDERSHOT, ENGLAND
Members of the British Travel Association
No Customs Duty Deposit ★ Continental Based Cars

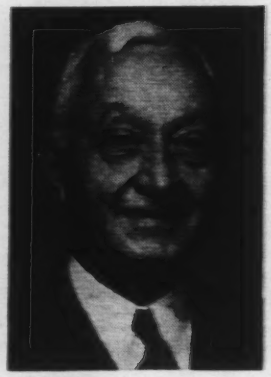
For Mixed Drinks that are Different

CANADA'S LARGEST SELLER

Persona Grata

The Great Dipper

"CHARM, fatal charm, the oh-so-subtle smile, and the evidence of power in control—did they not seem beguiling when there danced a trellis of reflected light upon the ceiling . . .?" Lines from a poem about a Japanese sea-captain came to mind, while talking with Cyrus Eaton the other day in his Toronto hotel suite—he was in the city for the Royal Winter Fair, with a herd of Provincial Ministers of Agriculture in tow. The soft voice went on speaking of shorthorns and hay and the "wonderful" future for the Maritimes if only they would raise more of both. An erect, deceptively slight old gentleman in immaculate black tails, with expressive hands and elaborate courtesy, very pink-and-white, with fine creases and the knowing look in the large blue eyes which some babies possess. "The envy of all the ladies and a perfect little gentleman," his old schoolmaster remembered.



Cyrus Eaton

The business career of Cyrus Stephen Eaton began just half a century ago and was launched, suitably enough, by the richest man in the world. The young Scottish-Canadian from Pugwash, Nova Scotia, and the Baptist College at Woodstock, Ontario, first went to Cleveland in 1901 while he was working his way through an arts course at McMaster University. His uncle, Charles Eaton—later a prominent Congressman until his death two years ago—was then the Minister of a Cleveland congregation which included the Rockefellers, and the eighteen-year-old theological student soon transferred from a reception desk in a downtown hotel to the more "wholesome" environment of the Rockefeller entourage at Mrs. Rockefeller's suggestion. Here he came to appreciate that high finance is not incompatible with high-mindedness and accordingly decided to forsake the ministry for the East Ohio Gas Company, in which Rockefeller had an interest.

One of his first assignments—persuading the local councillors of the superior merits of natural gas, and the householders of the compensations for having their lawns dug up—proved so successful that the rival artificial gas company went out of business. He was then sent off to Western Canada, where he had already put in a brief stint as a cowboy, to organize the company's holdings.

In 1907 he branched out on his own by buying the franchise for Brandon, Manitoba, with money borrowed from a Montreal bank—after his employers lost interest in the deal. Two years later the franchise was sold to the Province at a handsome profit and the 26-year-old Eaton had money of his own to play with.

In 1912 he formed the Continental Gas and Electric Corporation, which was eventually to wax into a $500 million utilities combine—the United Light and Power Company. It was the era, not only of the war-to-end-wars in Europe, but of the great utility battles for light and heat in North America. But by 1925 he was already thinking of even bigger things. He bought himself into the steel business by coolly acquiring Trumbull Steel Company for $18 million. This, in turn, merged into the formation of Republic Steel.

For the next few years the story is a little complicated, as interlocking battles develop on all fronts. In 1926, Eaton formed Continental Shares, an investment-holding financing agency to promote his various interests and in four years its capital and surplus soared from $2½ million to $123 million. Eaton, in particular, bought heavily into Goodyear, Firestone and other rubber companies with the public's contributions. Moreover, by control of the banking firm, Otis & Co., he managed to share in the underwriting fees. At the same time, a kind of game like "Monopoly" was being played with Samuel Insull, which came to a sudden close after Eaton had sold $65 million worth of stock to Insull. Insull's empire crashed and the financier fled to his native Greece, leaving behind large numbers of disconsolate stock-holders, who felt that Eaton, knowing about Insull's shaky enterprises, should not have tempted him at this critical point, with a $65 million question.

Next, Eaton began battle with steel magnates Eugene Grace and Charles Schwab. Inland Steel, a company controlled by Eaton, tried to buy up an independent steel company. If the deal had gone through, it would have made Republic the second greatest steel combine in the United States, and Bethlehem Steel, wishing to maintain its place, joined a proxy struggle, which was to cost both sides a fortune. After court injunctions, Eaton succeeded in blocking Eugene Grace's merger plan and incidentally exposing some of Bethlehem's management malpractices, but the battle left him too se-

verely weakened to pursue his own plans.

Meanwhile, Continental Shares was in trouble. In 1930, it paid out $35 million in cash and $1,040,000 common shares for a heavy list of stock from Foreign Utilities—a concern dominated, it appears, by Eaton himself, and already on the rocks. By the end of 1932, Continental Shares was $41,500,000 in the red and the management was trying to prevent a legal accounting. But Eaton, who excused himself from a Senate investigation on account of "an acute orthopedic disturbance", had already been forced out of the company. Indeed, he now lost control of all his enterprises, except Otis and Cleveland Cliffs. He also lost $100 million.

For several years the Depression lay heavy on Cyrus Eaton as well as on the rest of North America. One of the few things which he never seemed to lose control of during this eventful time was himself; "I never saw him ruffled," said one of his assistants during this period, "though I was sometimes worried about my next pay cheque. He was always looking ahead . . ."

The *Nation* published an obituary notice of him in 1937, under the title: "The Last Days of Cyrus the Great". "To students of the Napoleonic complex among American capitalists, Eaton's career provides a perfect working illustration of an untrammelled individualist hard at play with other people's money." However, only one year later, Eaton had recovered sufficiently to wrest control of $30 million worth of financing for the Chesapeake and Ohio Railroad, from Morgan Stanley and Kuhn Loeb of Wall Street, with the aid of a kindred spirit in the person of Robert Young, and he has since become Chairman of the company. Setting himself up as the champion of Mid-West free enterprise against Eastern monopoly, he proceeded to wage a protracted struggle with the Wall Street banking houses and won his point in 1944 when the Inter-State Commission was appointed to enforce competition in railroad financing.

Meanwhile, with the financial assistance of the U.S. and Canadian governments, and of the late Premier Hepburn of Ontario, he had broken new and profitable ground with the Steep Rock iron-ore mines. Though he became a U.S. citizen, Eaton has always been, in his own words, an "ardent Canadian" and soon after the U.S. entry into the Second World War, he was quick to bring the importance of Canada as a potential source of raw materials to the attention of President and public. In 1942, the costly business of draining Steep Rock Lake was undertaken on his initiative and Eaton could henceforth speak with authority on the development of Canada. "Canada has the greatest future of any country in the world today," he says, criticizing the excessive caution of Canadian banks and railroads.

Handsome Little Tables . . .

SO ACCEPTABLE AS A GIFT

There are many different designs . . . so you are certain to find a nest of tables that will harmonize with other furniture. All are expertly made of solid walnut or solid mahogany and beautifully finished. The values are particularly good at Rawlinson's.

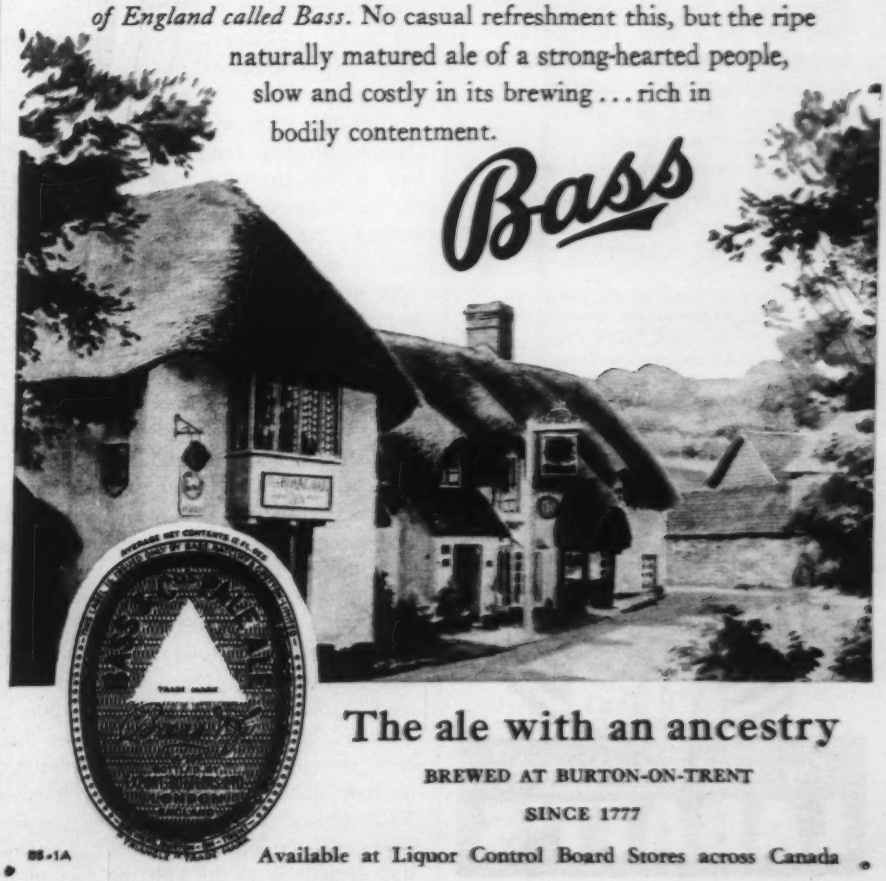
Rawlinson Ltd

DESIGNERS AND MAKERS OF FINE FURNITURE

647-649 Yonge Street, Toronto: WA. 2-1459 • 1527 Crescent Street, Montreal

WE RE-UPHOLSTER AND RE-FINISH ALL TYPES OF FURNITURE ESTABLISHED 1883

MEET AN OLD FRIEND . . . That *great ale of England called Bass*. No casual refreshment this, but the ripe naturally matured ale of a strong-hearted people, slow and costly in its brewing . . . rich in bodily contentment.



The ale with an ancestry

BREWED AT BURTON-ON-TRENT

SINCE 1777

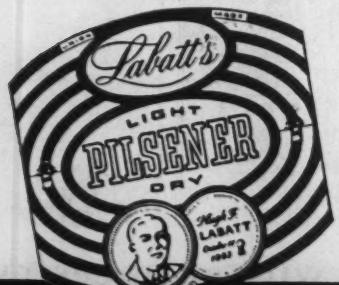
Available at Liquor Control Board Stores across Canada

88-1A

. . . TRY A PILSENER

Has thirst got you ragin' like a lion who's lost his way to the water-hole? Just roar for a long, cool glass of Labatt's Pilsener . . . the king of thirst-extinguishers. Lighter than ale . . . to flood the fire in your throat. Drier than lager . . . to make tasting a special treat. Remember to have a Labatt's Pilsener when you're dry—at home or in your favourite hotel or tavern.

The only beer in the world endorsed by the brewmasters of seven *other* breweries. Made to the original Pilsen formula with yeast specially flown from Europe. See the BACK of the label.



The swing is definitely to

LABATT'S

He conducted the most lively of all his financial battles in 1948. Otis and Co., having recovered, with Eaton, from the Depression, was doing business with the Kaiser-Fraser Corporation, when a temporary set-back in the market threatened the bankers with a heavy loss in unsold Kaiser stock which they had already agreed to underwrite. However, a minority shareholder filed a claim against the agreement forty minutes before closing-time, claiming that Otis and Co. had rigged the prices of the stock and would make an excessive profit. Although the reverse was now obvious, this intervention ostensibly directed against Otis and Co., enabled them on a technicality to break the agreement just in time, much to the loss and annoyance of Henry Kaiser, who promptly sought action by the Securities Exchange Commission. The U.S. business magazine *Fortune*, wrote in 1948 that, "It is for the courts to decide if he (Eaton) pulled the biggest welsh in modern financial history". In fact, after prolonged evidence and varying decisions in the lower courts, the Supreme Court of the United States decided in his favor.

Today, he heads a second, $150 million empire. By acquiring control of West Kentucky Coal Company and merging it with the Nashville Coal Co., he has built up the third largest group in what has seemed to many a dying industry. Through mechanization and research, he hopes "to spur the realization of coal's tremendous potential as the fundamental and best fuel over the long-term". Another long-term investment is the 600,000-acre iron-ore concession in Ungava, which the Eaton family holds through International Iron Ores and Atlantic Iron Ores. By arrangements with Krupps and with a Danish shipping company, he hopes to find a peaceful European market for the development of this new industrial frontier. Meanwhile Steep Rock production is expected to expand before long, from its current 2 million tons to an annual 10 million tons.

His career is susceptible of several interpretations. That there is more than one way of looking at a transaction is exemplified by his part in the purchase of the *Cincinnati Enquirer* in 1952. On the face of it, his loan, which enabled the employees themselves to buy their threatened newspaper, was simply a practical and philanthropic implementation of his "partnership" philosophy ("every man a capitalist")—with a $250,000 cut for himself into the bargain. However, there is another angle. He had been waging a bitter feud against the late Senator Taft over a previous deal; a Senate committee had even investigated the large contributions he had made to the campaign funds of Taft's Democratic opponent. And it is possible that the purchase of the *Enquirer* had something to do with the fact of its impending sale to a rival paper controlled by the Taft family. Looking at his career as a whole, it would seem that either he is a simple Canadian who has been scandalously persecuted by two generations of American big-businessmen and officials, or else he is a canny Maritimer who has long operated with most uncanny skill on the frontiers of free enterprise.

He is something of a philosopher-king in the business world, curiously enough. He likes to travel round with the classics and relax with a volume of poetry or metaphysics. But his views on life, as he expresses them publicly, are by no means out of the ordinary — they might only sound more natural coming from the president of the local Rotary. He has, for instance, been "horrified at the evidence piling up at an alarming rate, that our young people seem to feel the world owes them a living". Nothing suggests that he is a man who is easily horrified.

In general, however, he is an incorrigible optimist about human nature — as about other things. This summer he organized—and subsidized—a Conference of Thinkers at his Nova Scotia estate; several intellectuals and business leaders were invited "to relax together, exchange views, sharpen their own thinking and design formulas for us to live in this brand-new world". On the evidence, his own formula for a not-so-new world would seem to be that the Lord (who introduced Mr. Eaton to Mr. Rockefeller) helps him who helps himself. Yet he is a man of personal generosity, industrial vision, and even a dry humor. (He saw the joke when an uneducated woman in Nova Scotia wrote him a begging letter addressed to "Mr. Eaton, Steal-King, Cleveland".) And he is, too, a man with a sense of proportion in some respects, despite all these expensive vendettas. The Arts he puts first in achievement. "The production of wealth is a humbler function . . . but it is also a useful and practical side of life."

At seventy-one he is something of a physical as well as financial prodigy. While most of his colleagues and rivals succumbed to heart attacks in the crash, or faded away in the Depression, Eaton, who neither smokes nor drinks, has continued to keep remarkably fit by riding to hounds, skiing, and regularly vacationing in "the cool, clean air of Canada" (still largely unpolluted by steel works, for all its iron ore). He lives elegantly but unostentatiously at an 860-acre estate near Cleveland, attended by an English butler and visited by twelve grandchildren.

"He is a man with no close friends, I should say," remarks a former associate. On the other hand, he is clearly a man with some enemies and the way he has gone after some of the most powerful of them through the years compels a certain admiration. "I have," he says, quoting Spinoza, "no regrets, no fears."

The World's Most Honored Christmas Gift

Longines

THE WORLD'S *Most Honored* WATCH

TEN WORLD'S FAIR GRAND PRIZES · 28 GOLD MEDAL AWARDS
HIGHEST HONORS FOR ACCURACY FROM GOVERNMENT OBSERVATORIES
OFFICIAL WATCH FOR TIMING CHAMPIONSHIP SPORTS THE WORLD OVER
THE FIRST WATCH OF AVIATION AND EXPLORATION

For close to a century, Longines watches have been made to the ultimate limit of perfection. In fact, the public records of Longines achievements and honors are equally a progress report on the art of watchmaking. ¶ This Christmas, for as little as $79.50, you may buy and proudly give the horological achievement of our time—a Longines. Yes, whether the Longines you select costs as little as $79.50 or as much as $1,000—in quality and style it will be uniquely Longines, *the world's most honored watch*. Your Longines-Wittnauer Jeweller will be *honored* to serve you.

Illustrated—Longines Gift Watches of unparalleled splendor. Left to right: Chancellor, 18K white gold, 44 diamonds, $595; Diamond Coronation, 18K white gold, 34 diamonds, $495; Jessica, 14K gold, $145; Pres. Jackson III, 14K gold, $175.

Longines-Wittnauer Company of Canada

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

It's The Talk
Pontiac

...for the Test Drivers!

THE FABULOUS '56 PONTIAC IS THE LIVELIEST, SMOOTHEST THING ON WHEELS!

Ever try to impress a test driver? Believe us, it isn't easy!

So—we're tremendously proud to report that the '56 Pontiac has these experts cheering. They're excited about the stepped-up horsepowers of the Strato-Six and Strato-Flash V8 engines in the Pathfinder, Pathfinder Deluxe and Laurentian series. And they're really buzzing about the 205 H.P. Strato-Streak V8 in the 860 and 870 series, and the fabulous 227 H.P. version teamed with brand-new, fluid-flow Strato-Flight Hydra-Matic in the Star Chiefs.

Yes, it's a fact! Altogether Pontiac for '56 offers you a choice of FIVE engines . . . a choice of THIRTEEN different power teams—each engineered to deliver superlative performance. And you don't need a test track to prove it.

Traffic will tell you. Here's "stop-and-go" response that matches the speed of your thoughts. A hill will help. High or low, it's left behind without a sign of effort. And passing definitely pins it down. Gun it and instant, buoyant power sweeps you smoothly past the loitering truck ahead.

A few miles of this and you're really convinced. For this is living as you've never lived on wheels before!

To be sure, there's more to charm you in this glamorous '56 Pontiac. The safety of big, authoritative brakes. The security of finer controls, sure-footed cornering, a super-steady new ride. New beauty and luxury that brilliantly mirror tomorrow.

But, above all, it's the fabulous "go" that gets you!

There'll be pride in your heart, a torrent at your toe-tip. And what more could anyone want?

'56 Pontiac

A GENERAL MOTORS VALUE

Imagine...my return fare to Europe is only $273.

...ON THE NEW TCA FAMILY FARES!

Fare Quoted
Montreal to London — Tourist

Big Savings TO BRITAIN-EUROPE via TCA SUPER-CONSTELLATION

See Europe together — now when the continental "season" is at its height and travel costs are at their lowest! Fly to Britain and Europe overnight — by luxurious TCA Super Constellation, the fastest, most modern, most sought-after accommodation over the Atlantic today.

TCA Super Constellation offers *most frequent flights* from Canada. Choice of two services on every flight — super luxury First Class or comfortable, economical Tourist.

See your Travel Agent, Railway Ticket Office, or TCA Office. TCA direct flights from Montreal or Toronto to London, Glasgow, Shannon, Paris, Dusseldorf — extension flights anywhere.

1. LOWER OFF-SEASON FARES
Big reductions on round trips Nov. 1st to March 31st.

2. NEW TCA FAMILY FARES
Only one member of family pays full fare.
Tremendous savings for the rest.

3. TCA "EXTRA CITIES" PLAN
Stopover privileges let you see many cities on one TCA fare.

***Elite* FIRST CLASS** (11 passengers) — exclusive club-like atmosphere — 7-course continental meals with vintage wines and refreshments — relax, drowse and dream in fully-reclining "Siesta Seats". Tops in service and accommodation!

AIR TOURIST, Super Constellation — Deep-cushioned reclining contour seats with lots of room to stretch, relax, and sleep. Delicious hot meals compliments of TCA. Refreshments available. Attentive, friendly TCA service.

TRANS-CANADA AIR LINES

Ottawa Letter

Chilly Receptions

by John A. Stevenson

EVIDENCE accumulates that the St. Laurent Ministry has a serious agricultural revolt on its hands. The Hon. Stuart S. Garson, the Minister of Justice, could provide much of it with the tale of his unhappy experiences during a recent visit to his own constituency of Marquette in Manitoba, which he carried in 1953 by a majority of 5,224.

A month ago he fared forth to Minnedosa, the riding's largest town, for the purpose of expounding to his constituents the merits of the Government's plan for guaranteeing, up to a limit of $1,500 per farmer, loans by the banks on grain stored unsold on farms. He found himself facing an audience of 600 embattled farmers, and it must have been a severe shock to him when his elaborate defence of the plan provoked a barrage of scornful laughter. His claim that it would put enough cash in the hands of the farmers to ease their financial stringency was greeted with indignant hoots of protest. His apologia, listened to with growing impatience, occupied 50 minutes and thereafter he had to submit for nearly three hours to the unpleasant ordeal of a stern and hostile cross-examination by the indignant farmers.

The proposed payment of 5 per cent interest on the loans was denounced as equivalent to asking the farmers to pay interest on their summer's labors. He was asked how he would like it if his own parliamentary indemnity had been withheld and he had been told to replace it by borrowing from a bank at 5 per cent interest.

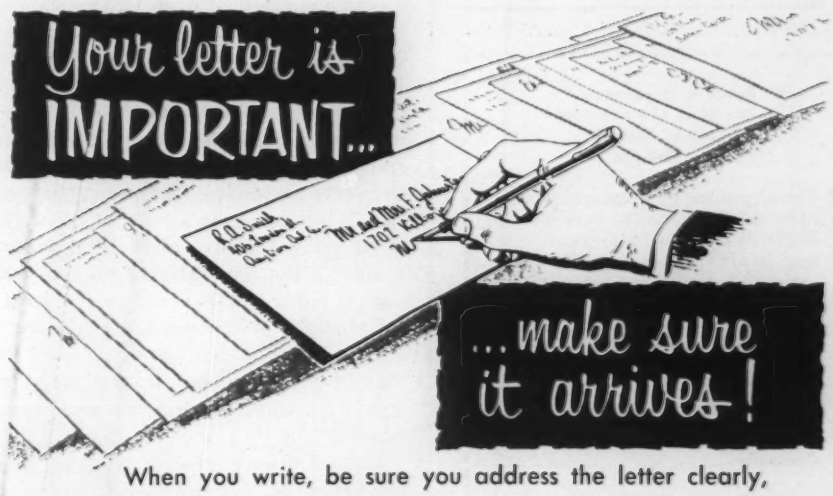
Mr. Garson, a hater of harsh controversy, must have been glad to escape from such a tempestuous gathering, which boded ill for his own prospects of re-election. But it was only one symptom of the bitter dissatisfaction with the Government's grain-marketing policy which prevails today in the prairie provinces.

A questionnaire lately addressed to its readers by an agrarian weekly, the *Saskatchewan Farmer*, revealed that over 50 per cent of those who replied to it felt they were suffering real hardship from the present impasse, that 46.53 per cent wanted the Government to make cash advances without interest on grain stored on farms, that 12.4 per cent desired financial assistance at very low interest rates, and that 62.7 per cent demanded an immediate revision of the present marketing policies. The basic argument of the prairie grain-growers is that, since they are compelled to sell their grain through a government agency, the Wheat Board,

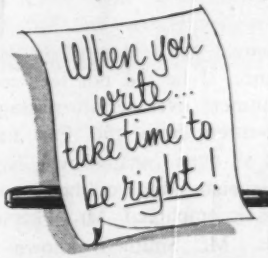
Cherry Heering

Denmark's liqueur delight since 1818

All your guests will enjoy it – anytime!



When you write, be sure you address the letter clearly, correctly and completely. Use the initials or first name of the addressee and include the name of the province after the city. Where applicable, include zone numbers.



Do not forget to put your return address in the top, left hand corner.

Always affix adequate postage. When in doubt, check at your Post Office.

SPEED YOUR MAIL!

CANADA POST OFFICE

56-PO-2C

The Bank of Nova Scotia issues each month a comprehensive and authoritative review of Canadian and World affairs from a Canadian viewpoint. Thousands of business men find the Monthly Review of The Bank of Nova Scotia helpful and profitable reading. The Monthly Review is yours for the asking. We will be glad to add your name to our mailing list. Just fill out and mail the coupon below.

The BANK of NOVA SCOTIA

Your Partner In Helping Canada Grow

P-12

Publicity Department
The Bank of Nova Scotia
44 King St. West
Toronto, Ontario

Please put me on your complimentary mailing list to receive the Monthly Review. Also please send me copies of recent Reviews checked below.

Name_____

Street_____

City_____ Prov._____

Company_____

- ☐ Coffee, Tea and Cocoa Since the War
- ☐ Accumulated Needs for Social Capital
- ☐ Canada's Monetary Dilemma
- ☐ Canadian Business in 1954 (2 numbers)
- ☐ The Revived Boom in Housing
- ☐ The Impact of Leduc
- ☐ Continued Strength in the Canadian Dollar
- ☐ Canada's Changing Population
- ☐ International Investment for Development
- ☐ Canada's Trading Problem
- ☐ The Outlook for Wheat

and are liable to prosecution in the court, fines and even imprisonment, if they try to market it through other channels, such a monopolistic system implies an obligation on the part of the Government to accept responsibility for grain when it is ready for delivery. They feel that the plan of the Government tries to foist upon the banks what should be its own direct responsibility and does little to relieve farmers who are in financial straits.

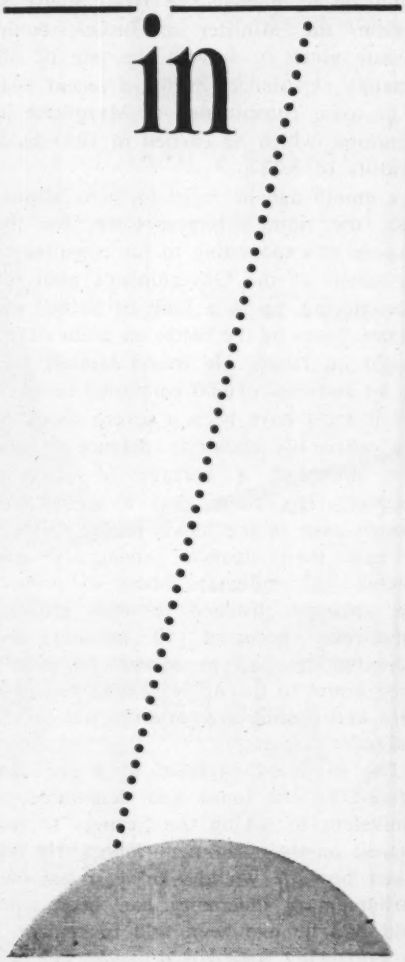
The *Winnipeg Free Press,* which has been a consistent and often violent opponent of the Government's grain-marketing policy, is taking a grim delight in the farmers' revolt. In a recent editorial, it told Mr. Garson that his arguments were as unconvincing as those of Mr. Howe, that Ottawa must accept blame for treating wheat as a commodity which had little relation to general trade and that the Government's protectionist policies and barriers against imports had played a part in creating the problem of the wheat surplus.

The *Ottawa Journal* suggests that the failure of any members of the Cabinet to join newspapermen and a covey of foreign diplomats in welcoming the Hon. Lester Pearson, Secretary of State for External Affairs, at the airport when he returned from his wanderings in foreign parts, was an indication that some of his performances abroad had incurred their displeasure. If this surmise is correct, Mr. Pearson can take comfort that a similar experience befell a more famous Foreign Minister, the Marquess Curzon. Early in this century, when he was Viceroy of India, his bitter quarrels with Lord Kitchener and the Secretary of State for India had so angered the Tory Cabinet then ruling Britain that most of them were averse to following the traditional practice of welcoming in a body at the station a returning Viceroy, when he arrived in London. But one Minister argued that such a public slight would be too great a humiliation for Curzon and suggested as a compromise, which was acted upon, that they should announce in the press that they were going to meet him and stay at home.

Even if it were pressure of duties, which prevented all his colleagues from welcoming the wanderer, there is a suspicion that, if the Cabinet had been a mutual admiration society when Mr. Pearson started on his travels, it is no longer.

The Hon. Walter Harris, the Minister of Finance, would be a man of uncommon forbearance, if he did not feel considerable resentment over certain passages in articles, written from the Far East and circulated all over Canada, by I. Norman Smith, associate editor of the *Ottawa Journal,* who accompanied Mr. Pearson on his travels. Mr. Smith is known to be an intimate friend of Mr. Pearson and shares his belief that the so-called Colombo Plan has already been a valuable anti-

insure in



Great American Group of Insurance Companies

J. H. HARVEY
Manager

HEAD OFFICE
FOR CANADA
44 VICTORIA ST.
TORONTO

PHOTO BY KARSH

"You're just in time!"

"Finally finished the tree and now we're going to have a Brading's. Great ale! Why don't you try one!"

SLOW-BREWED FOR MELLOW FLAVOUR

BRADING'S
Ale

558-20

TOUCHÉ

If he gives you diamonds from Birks you'll feel like wearing them everywhere

There's a breathtaking splendour to these diamond masterpieces by BIRKS . . . iced fire from each superb gem throwing an exciting new light on your life. These are, indeed, the most precious of all gifts. Once yours, you'll find it difficult to resist wearing them . . . everywhere!

Sketched are a few exciting new creations from BIRKS JEWEL STUDIO. The necklet, for example, is the first Canadian winner of a Diamonds U.S.A. Award *(October 1955)* We invite you to see our collection of diamond jewellery for Christmas giving. You'll find an attractive variety of necklets, bracelets, earrings, brooches and diamond-set watches—in every price range.

BIRKS

JEWELLERS

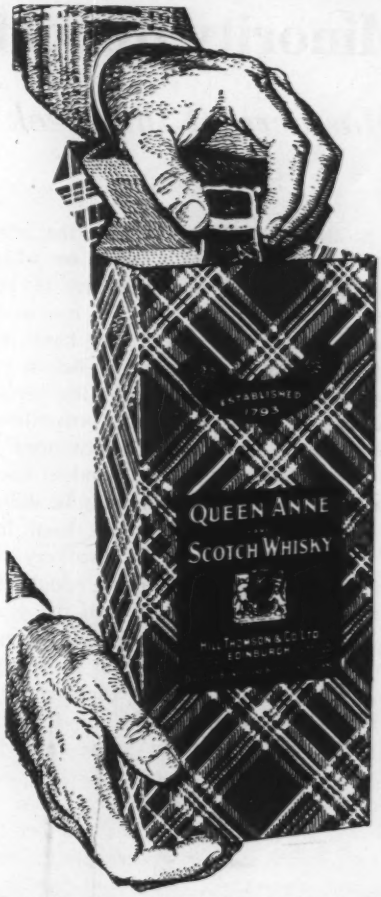
dote to the spread of Communism there.

In his paper Mr. Smith has often bewailed the niggardliness of Canada's contribution to the Colombo Plan and urged its enlargement. But Mr. Harris, Minister of Finance, being intelligibly anxious to gain credit for keeping the deficit for the fiscal year 1955-56 well below his forecast of $160 million, has apparently refused to sanction any but a modest increase of the Canadian grant to it. Mr. Smith's displeasure with Mr. Harris's attitude was evidently fanned to boiling heat when he saw with his own eyes the poverty and squalor in which most of the natives in Singapore and other places lived. So he depicted Mr. Pearson as afire with generous zeal to alleviate the endemic hunger, disease and illiteracy which was causing him and Mr. Smith such anguish of heart, but hopelessly frustrated by the hard-hearted parsimony of Mr. Harris.

"Mr. Pearson," he wrote, "presumably was told by Mr. Harris before he left Ottawa that he could only offer so much —and the Finance Minister is not renowned for any imaginative understanding of what the Colombo Plan means."

He also deplored the "smug and condescending note" in Canadian, British and other speeches about the Plan and, after describing a meeting at which various Asiatic leaders had expatiated upon the grim conditions of life in their countries he added this comment: "I wish Walter Harris had been sitting with me and he would have spoken hereafter about the Colombo Plan with less complacency."

Mr. Harris cannot have been amused by such harsh strictures from the typewriter of a journalist, who was known to be a close friend of Mr. Pearson. Mr. Smith may maintain that they were solely the fruit of his own burning indignation about the callousness of Mr. Harris, and Mr. Pearson may avow that supplying journalists with inspiration for their stories is a practice abhorrent to him. But Mr. Harris will not be easily persuaded that the Secretary for External Affairs was not privy in some degree to the offending articles, and he will undoubtedly command the sympathy of other Ministers. Mr. Howe, for example, is known to be annoyed by the roseate pictures that Mr. Pearson has drawn about the possibilities of trade exchanges with Russia. Others, who are deeply concerned about the evidence of a decline in the popularity of Liberalism offered by the by-elections, are conscious that the almost rapturous warmth of Mr. Pearson's friendliness to his hosts in Moscow must have irritated enormously many Poles, Ukrainians, Lithuanians and others now settled in Canada, who take a very dark view of the present rulers of Moscow and see no need for Mr. Pearson to have honored them with the free play of his habitual bonhomie.



Scotland's Gift to the World

Queen Anne Rare Scotch Whisky is the smooth mellow blend of some eighteen of Scotland's finest distilleries.

This festive season, pledge old and new friendships with Queen Anne—choice of the discriminating host.

Queen Anne
RARE SCOTCH WHISKY

By Appointment to Her Majesty The Queen Suppliers of Scotch Whisky

HILL THOMSON & CO. LTD., EDINBURGH

Reduce Inventories with PRIVATE WIRE Teletype

Supply pipelines clogged . . . inventories high . . . new goods blocked. When better coordination is needed . . . PRIVATE WIRE TELETYPE IS THE ANSWER!

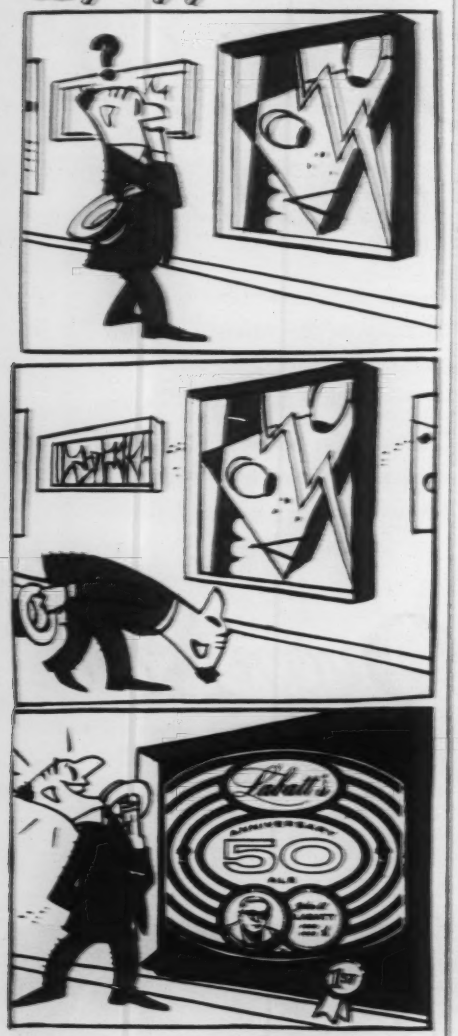
PW Teletype cuts costs and improves operations in scores of ways.

Have our communications specialists demonstrate how PW Teletype can work for you. Call your nearest telegraph office.

CANADIAN PACIFIC — PRIVATE WIRE Teletype SERVICE — CANADIAN NATIONAL

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

Any way you look at it...



You'll enjoy '50' MILD... SMOOTH

Confused by a crazy canvas? Then rest your eyes on a sparkling glass of Labatt's '50'. What a refreshing prospect—and '50' is every bit as good as it looks! Pour yourself a '50' . . . admire, savour its golden mildness. This is the lightest and smoothest of all ales—the happier ale that makes *anytime* a *good* time. Enjoy a '50'—soon.

LABATT'S

Minority Report

Massacre of the Meek

by N. J. Berrill

It is always too easy to look the other way when something is going on which you know would be disturbing if you knew all about it. During the last world war, the average German may have suspected what was happening at Belsen but he took care not to find out for certain and not to think about the possibilities. As members of the human race none of us cares to allow our right hand to know too well what our left hand may be doing.

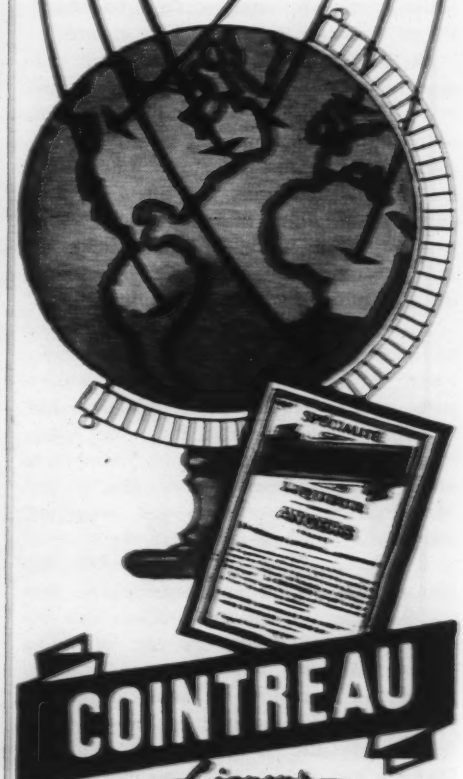
This year most of us have been lost in wonder and relief at the discovery and perfection of polio vaccine. Undoubtedly it is a medical marvel after all the years of unsuccessful effort, and all parents who have prayed in one form or another that polio will not strike their children are thankful beyond expression that the crippling threat is about to be removed. All the more reason, then, that the cost should be counted and that we do not take it for granted that the rest of the earth's living creatures were placed here for our disposal.

Polio vaccine is made and tested at the expense of monkeys. India, whose dominant religion holds all life to be sacred, has sanctioned the capture and exportation of monkeys to Britain, the United States and Canada because a greater good comes from the lesser evil. But even Canada, with only a fraction of the population of the other two countries, is importing the Rhesus monkey by the thousand.

The question of cruelty is not seriously raised. The methods of capture and transportation are certainly no harder on the individual monkey than have been those employed during the last century in supplying monkeys to the zoological gardens of the world, although confining to a cage any creature so intelligent and subhuman as a monkey or an ape for the entertainment or enlightenment of human beings is doubtfully justifiable on any grounds. In the present instance, however, we are—vicariously but responsibly in so far as you and I are the reason for it—invading the tropical forests and taking wild intelligent creatures captive by the thousand to serve our particular and urgent needs.

Why shouldn't we? After all, the well-being of our children and our society as a whole takes precedence over everything else. At least that is our attitude and underlying assumption and there is much to be said for it so long as we regard monkeys as a lesser breed without the law, with no more right to existence than the rabbits that plague Australia. Man

The Largest Selling Liqueur in the World



COINTREAU
Liqueur

PRODUCED & BOTTLED IN FRANCE FOR 100 YEARS

GOODERHAM & WORTS LTD.
1500 St. Catherine St., W., Montreal
Please send "The Gourmet's Guide to Dining and Drinking"—FREE
Name.....
Address.....
City.....

may set himself aside as having a soul, and monkeys not, which may be a distinction that sanctions our actions. But this was exactly the argument used in the sixteenth century when English and Spanish alike exploited the dark people of Africa as slaves without souls or humanity. Admittedly our need is great, for polio is a savagely cruel disease, and our only alternative to using monkeys for the isolation and manufacture of the virus would be a similar use of human beings.

The choice that has been made was probably inevitable, but everyone of us who benefits either directly or indirectly should be acutely aware that we are saving life at the expense of life and that we do so only in so far as might is the same as right. There is a moral issue here and it is burdensome. I myself have three children, one of whom has had polio and recovered from it, and I would save them from this disease at any cost. That is the point. If the choice were forced upon me, I would unhesitatingly save my own children's lives at the expense of other human lives. I would do it, but I could not justify it and I would thereafter be conscience stricken; and in this question of monkeys versus men the monkeys are unhesitatingly sacrificed.

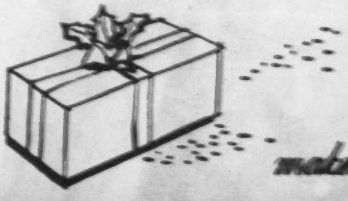
Yet why rate monkeys higher than cattle? The answer lies in their conscious awareness of the world around them, and in their emotions and habits that reflect or parody our own. Cattle, whatever they might have been before the time of domestication, have been bred to become little more than beef or milk on the hoof. The quickening of mental life is notably absent, and apart from one last moment of panic and outrage both cattle and sheep live about as contented a life as they are equipped to live. We accept their slaughter as part of the scheme of things, but that may be in part because so few of us see it done or think about it; yet a cow is neither evocative nor communicative, while in its own way a monkey is both.

Man and his cattle, however, have demanded ever-increasing space as human numbers have sky-rocketed, and that space has been taken at the expense of a diversity of other creatures. The common attitude towards the rest of living creation is "What good does it do?" If the answer is not positive, the death sentence is all too likely to be pronounced. Yet this is merely the outlook of the practical man, the food-producer, the fighter and the exploiter, wherever he exists, and ignores the deeper truths that man does not live by bread alone and that he is a part of creation and not the reason for it.

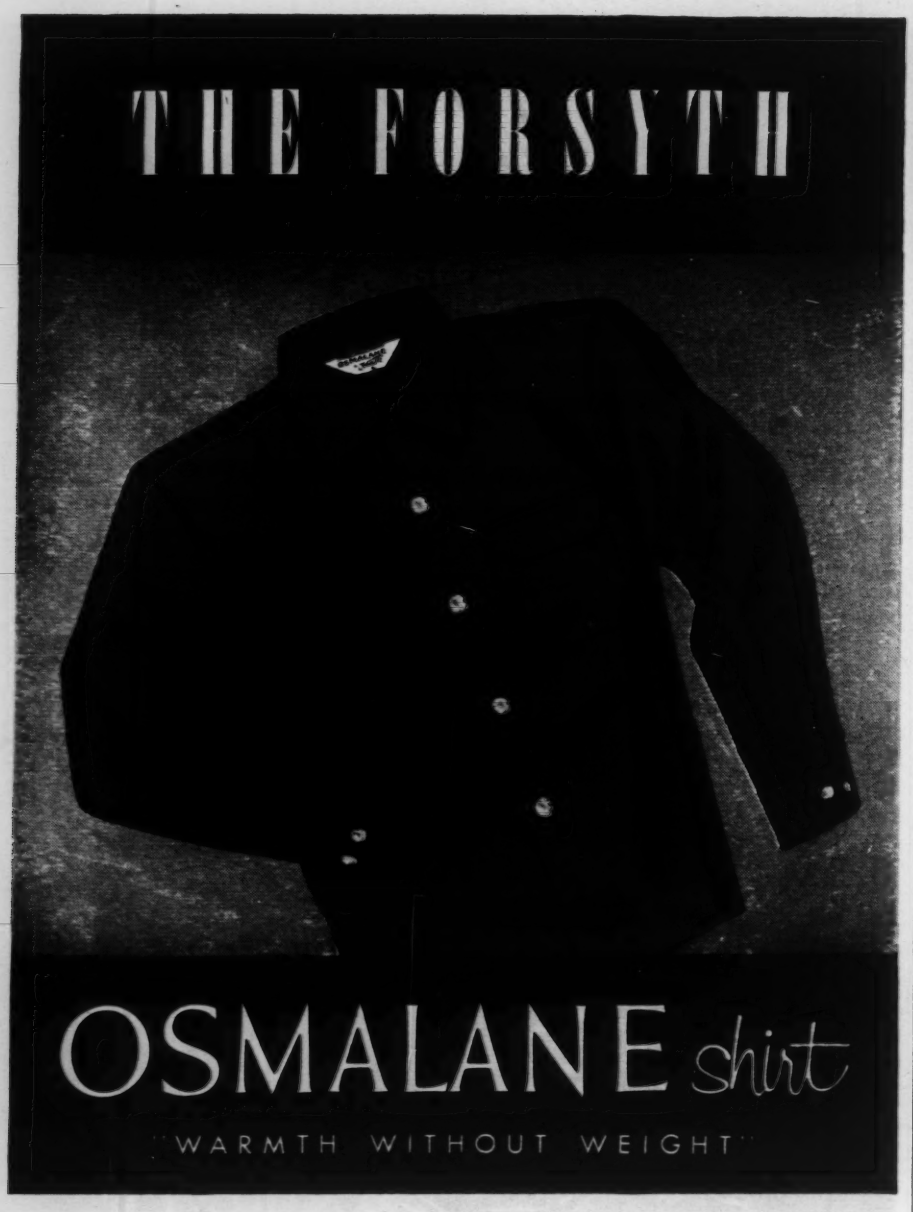
Deep in our hearts we know that we belong in the world of nature and need and long for the wild richness that has covered the earth for time out of mind, until in recent centuries man-made weapons have swept most of the con-

Matinée

...A SELECT FILTER-TIP CIGARETTE...FOR NEW SMOKING ENJOYMENT



A carton of 200 makes a fine Christmas gift!



Here's an entirely new kind of shirt—so light, so comfortable you'll scarcely believe you're wearing it! Osmalane, tailored and styled by Forsyth, is the featherlight British flannel, a perfect blend of Cashmere-soft Merino wool and long staple Egyptian cotton. *Won't shrink, won't fade* . . . wears as men want shirts to wear; washes as women want shirts to wash—*and improves each time it's washed!* Add to these virtues the renowned Forsyth craftmanship and you have a shirt to give you lasting pleasure. Osmalane shirts by Forsyth in authentic tartans, colourful checks, and brilliant solid shades to gladden the eye, may be purchased at fashionable men's stores across Canada. Plain shades **$10.95.** Checks and tartans slightly higher.

"IT'S THE MERINO THAT COUNTS"

Forsyth

Maker of Canada's Finest Shirts

tinents clear. We have all the more reason, then, to hang on to what little remains of the earth's ancient living history, to cultivate the almost lost species such as the whooping crane and buffalo as best we can. Sentiment, interest, or a recognition of beauty, however, stand weak before the drive of expedience.

Military minds seem more than most to be impatient of impractical nonsense, otherwise the magic wonder of Fujiyama would never have been used as a backdrop for experimental gunfire. Nor would the Arizona buffalo herd, so painstakingly built up over the years, have been slaughtered earlier this year. The buffalo had been pastured on the many thousand acres of unused range of Fort Huachuca. Military regulations prohibited the public access to the animals for photography and general study; therefore in military eyes they no longer served any useful purpose. And inasmuch as it was a military nuisance to shift the herd occasionally, the commanding general sanctioned their execution.

Lest Canadians feel that nothing of this sort goes on at home, there is the case of the Harbor Seal, perhaps the most decorative and playful inhabitant of our coastal waters. A few years ago the seals were abundant. Now they are so hard to find that young seals are imported from the State of Maine for experimental purposes, and all because of parasitic worms which infest the inshore cod. Nobody likes to find an occasional dead worm coiled up in the flesh of some codfish on his plate, even though it is more likely to be nourishing than dangerous.

Consequently, a few years ago, an investigation was ordered to find out how the cod worm got into the cod. The somewhat doubtful conclusion was reached that the Harbor Seals ate the cod with its worm-infested flesh, the worms matured within the seals, and the worm eggs which left the seals developed and finally got back to the cod by a roundabout way.

Whether the seal is actually involved is not the issue. The animal may well be necessary to the propagation of the cod worm or it may be innocent of collaboration in this connection. But for the sake of taking action simply to show good faith, the Department of Fisheries offered a bounty of ten dollars a head for mature seals and five dollars for pups. Now the eastern coastal bays are without their most intelligent non-human creatures, the world is a little poorer and bleaker, but you are perhaps a little less likely to see a worm in a piece of fish.

By the time we really finish cleaning up the world we live in and making it all into a neat-looking backyard with only our own constructions in sight perhaps we shall be happy. Or we may become bored to death with nothing but cabbages, pigs, and our own inventions.

Thoughts at quitting time

NOW for...

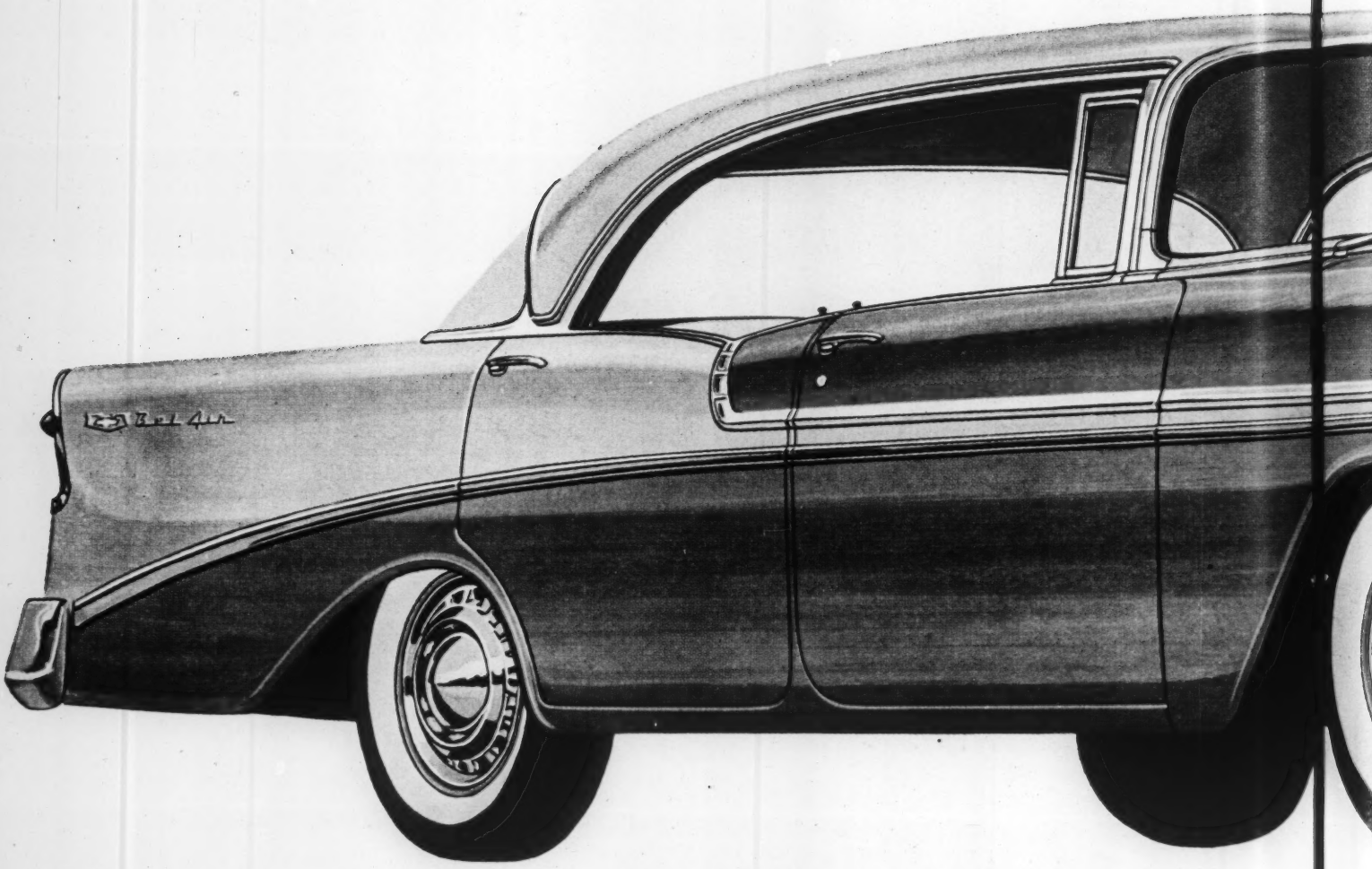
Here's a man who's heading home to a deep armchair and some quiet relaxation. Right now he's thinking of mellow, full-bodied Export Ale that's going to make his evening just right. There's nothing like Molson's Export Ale to take the edge off fatigue and give a man the solid satisfaction of drinking an ale with real character.

MOLSON'S EXPORT ALE

MOLSON'S EXPORT · CANADA'S LARGEST SELLING ALE

SOLD COAST TO COAST

The hot one's e



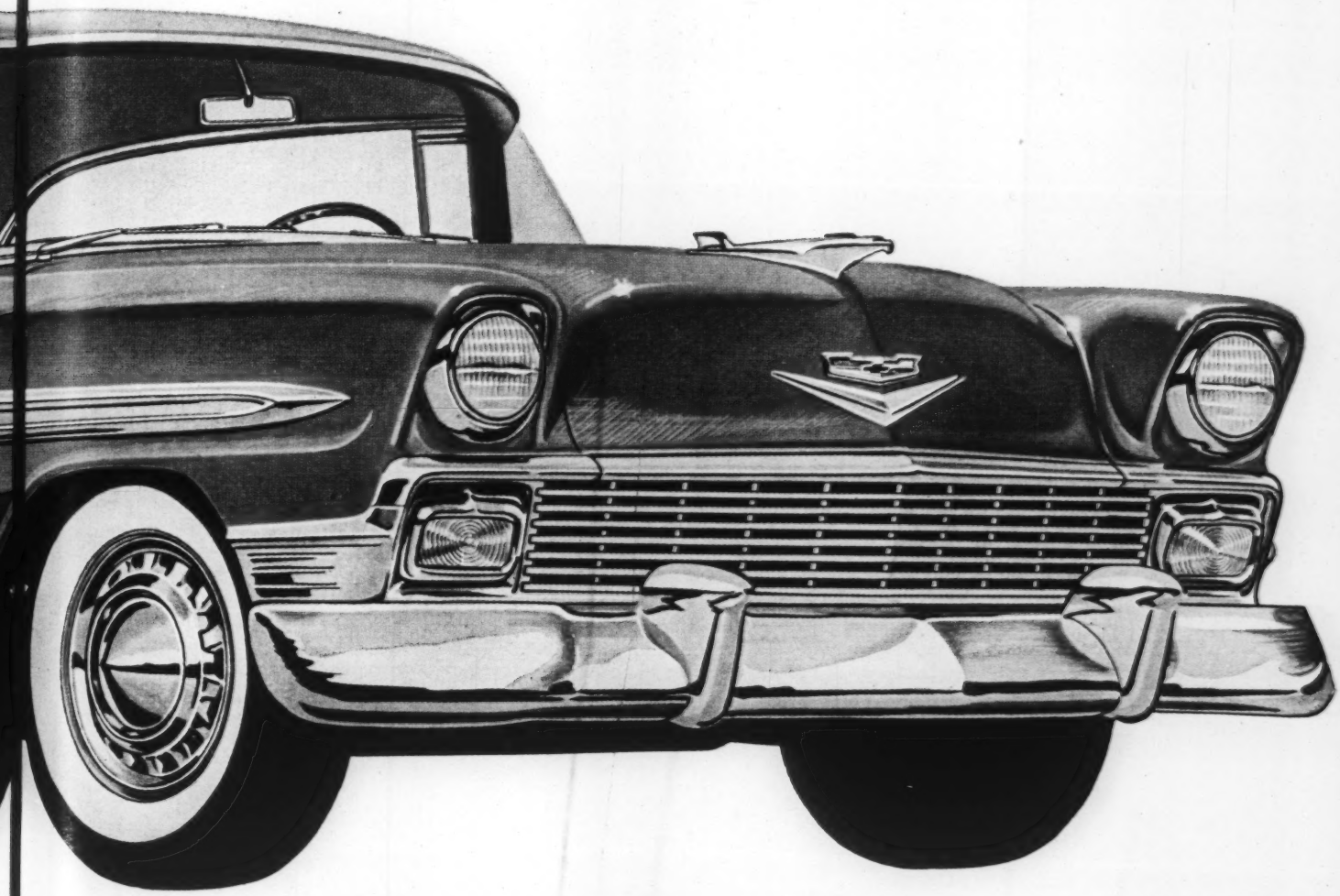
It's the new 1956 Chevrolet—with bold new Motoramic styling . . . frisky new models . . . and more of the dynamite action that's already made Chevrolet's name synonymous with top performance.

Horsepower's been boosted right across the board — to a top of 205 in the new "Super Turbo-Fire V8". This is the car, you know, that smashed the Pikes Peak record in a history-making pre-production test! That's proof of the kind of performance that puts more safety and fun in your driving.

Yes, in every way, Chevrolet for '56 is greater than ever — the hot one's even hotter!

'56

even hotter!



New! THE CHEVROLET BEL AIR SPORT SEDAN — one of **two** new 4-door hardtops.

CHEVROLET

A GENERAL MOTORS VALUE

CANADA MINK

*Canada Mink Breeders

Virginia Thoren

MAJESTIC*, the trademark for this glorious natural dark ranch mink, the product of Canada Mink Breeders... here, a gem of dark elegance, a stole, swept to the side and tied, with highlights sparkling on its softly fluid surface. Ask your furrier for Majestic* Canada Mink.

Books

The Reindeer's Mouth

by Robertson Davies

IT IS NOTHING against a book that it will not make a good Christmas present. Certainly one of the best-written and most humanely intelligent books that I have read since last January is *Homosexuality and the Western Christian Tradition* by the Rev. Dr. D. S. Bailey, but it is not precisely the thing to rejoice the heart on Christmas morning. A quality of geniality, a festive overtone is sought in the Christmas book, and I have made the following selections from the year's reading with that in mind, hoping that these few notes may reach you in time to be of help with your Christmas shopping.

Among the novels the pick of the year is unquestionably *Confessions of Felix Krull, Confidence Man* by the late Thomas Mann; it is a great comic novel. Yet it will not suit every taste, and it should be kept from the stupid, the conservative, and old ladies of both sexes; indeed, I have no novel to recommend for this large class of readers. But your alert friends with historical and classical tastes may prefer *Homer's Daughter* by Robert Graves, which presents the Princess Nausicaa as the writer of the *Odyssey;* Graves is the most consistently excellent writer of historical novels living. And this is probably the point at which I should urge you to have a look at two Penguin volumes, at a mere 80 cents each, called *The Greek Myths,* in which Graves revises the whole of Greek mythology in the light of modern scholarship, and particularly modern anthropology. This is the first new look at this material in over a century, and your clever nieces and nephews will like it far better than a more costly and less fascinating work. Classicists also will be glad to get *Voices from the Past,* which is a first-rate anthology of fine selections from the Greek and Latin authors by a variety of translators, edited by James and Janet Maclean Todd. But we were talking about novels.

Of the Canadian possibilities I suggest *Judith Hearne* by Brian Moore; it is about Belfast, and the author is a Canadian by osmosis, but let us not fuss about that. I have not yet had time to read Earl Birney's *Down the Long Table* or Roger Lemelin's *In Quest of Splendour,* but the names of these writers are high recommendations in themselves. They will be reviewed in these columns later. *Officers and Gentlemen* by Evelyn Waugh is a book which I greatly admire, in opposition to many other critics who complain that it is inferior Waugh; but I insist that it is the first novel of the mature Waugh,

Proud new addition to the famous

WHITE EMPRESS FLEET

Now the world's largest travel system — with a half century of experience on the St. Lawrence River route — adds another symbol of service to an ever-expanding Canada.

The Empress of Britain, with its 26,000 tons of functional beauty offers you scores of luxury features . . . spacious decks and gracious service that have long been identified with White Empresses.

You'll find individually controlled air conditioning for every stateroom and public room. First class or tourist, you'll enjoy the cinema, dancing, libraries, shops, and a crystal-clear swimming pool.

Book passage from Montreal aboard the new Empress of Britain. Rates from $285 first class — $182 tourist.

For information and reservations see any Canadian Pacific office or your own travel agent.

CURRENT WHITE EMPRESS SAILINGS

Rates: First Class from $230; Tourist from $157 according to ship and season

EMPRESS OF SCOTLAND	EMPRESS OF BRITAIN	EMPRESS OF FRANCE
From Montreal:	From Montreal:	From Saint John:
April 24, May 15	May 1, 22	Jan. 7, Feb. 25, Mar. 20
		From Montreal: April 17

Canadian Pacific

These Books
Make Ideal Gifts

ARCTIC LIVING

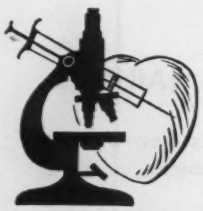
By Robert Jack. Introduction by Vilhjalmur Stefansson. A fascinating book on Iceland by a Scotsman. Illustrated. $4.00

QUEBEC NOW

By Miriam Chapin. "Mrs. Chapin's book is more than good; it is excellent . . . most important."—*Saskatoon Star-Phoenix*. $3.75

DONE AT GRAND PRÉ

By Will R. Bird. A factual account, by a top-ranking writer, of the expulsion of the Acadians. $3.75



SCIENCE IN OUR LIVES

By Ritchie Calder. Modern science for the layman by one of today's leading science writers. $3.25

At your Bookseller's

THE RYERSON PRESS
TORONTO

Brian Moore: Judith Hearne.

who may very well astonish us by trampling his cap and bells underfoot and emerging as one of the finest philosophic novelists of our day. And I put in a word for *The Flint Anchor* by Sylvia Townsend Warner, which was, in my opinion, one of the most perceptive, humorous, and beautifully written novels of the year. For entertainment, too, you may wish to give away a copy or two of Anthony West's *Heritage*, which is a remarkable story about a boy who has the curious fortune to be the illegitimate child of two people of genius. It contains one very good portrait of a genius, which is a rare thing in fiction.

For solid reading you will not do better than the two volumes of *John A. Macdonald* by Donald Creighton; the first is, of course, invaluable, but the second is understandably more fun. This work represents a large and enduring stone set in the foundation of that Canadian literature about which we hear so many complaints; would that other writers with Dr. Creighton's great abilities would illuminate some of the other great characters in our political history. Lighter fare is *Honours for Sale* by Gerald Macmillan, which relates the career of the rascal Maundy Gregory, who was the greatest honours tout ever to practise that risky trade. And to return to Canada again, *The Parkman Reader*, edited by Samuel Eliot Morison, is a treasury of excerpts from the vast mine of Parkman, which gives a wonderfully vivid picture of our early days, in an eloquent style which modern historians do not seek to emulate.

The year has not been rich in books which please the lover of literary curiosities, but *The Private Diaries of Stendhal* afford us a self-portrait of a writer who was one of the great founders of the psychological novel; Stendhal was hard on himself in his diaries, as virtually all honest men are, and his tale is one of inep-

Serve
PEEK FREAN'S
TWIGLETS
WHEN
ENTERTAINING

Put swank in your party. Twiglets lend a London flavour when you serve refreshments. And these long, thin "twigs" which have a zestful taste are appetizing as well as novel.

Mr. Peek & Mr. Frean

MADE BY
PEEK FREAN'S
MAKERS OF
Famous ENGLISH Biscuits
614

HANDY
COIN
WRAPPERS

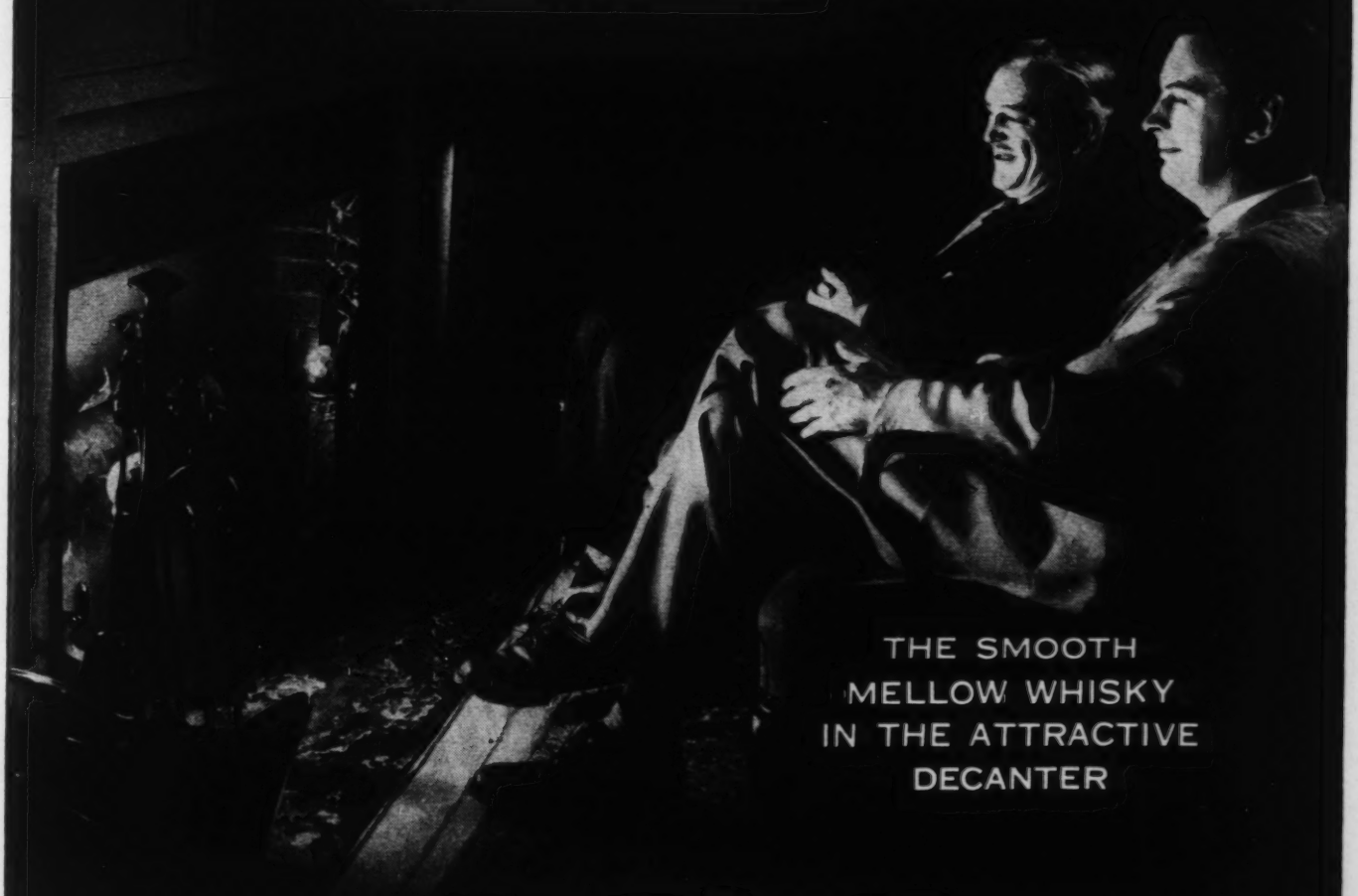
Count money quickly and accurately with Tubular Coin Wrappers. Your name imprinted if desired. Write for samples.

NATIONAL PAPER GOODS
HAMILTON LIMITED ONTARIO
Halifax • Montreal • Toronto • Winnipeg • Vancouver

the supreme moment...

IMPERIAL

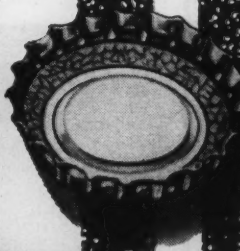
CANADIAN WHISKY



THE SMOOTH
MELLOW WHISKY
IN THE ATTRACTIVE
DECANTER

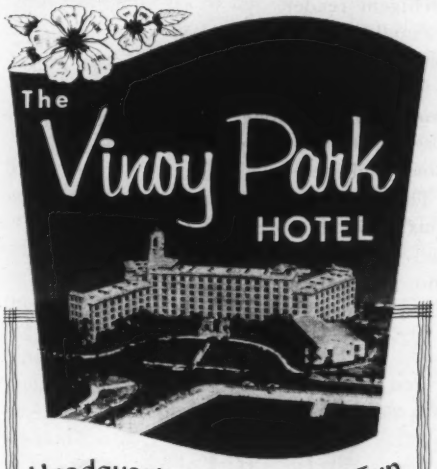
Hiram Walker & Sons
Limited

CANADA'S LARGEST SELLING BEER



say
OK
for
O'Keefe's

2043



Headquarters for Florida Fun

It's time to come southward to sunshine and the Vinoy Park. Make this social and sports center of Florida's Gulf Coast your pleasant retreat from winter, a rendezvous with good cheer and hospitality. Planned social program. Superb cuisine, fresh water pool, golf course, private beach club. Amer. Plan. Open Dec. 20th. Early reservations suggested.

Sterling B. Bottome,
Managing Director

ST. PETERSBURG, FLORIDA

titudes, embarrassments and thwarted ambitions, but it is very lively stuff for all of that, and admirers of his superb novels should not miss it. And the year brought the only full study of that crank of genius Amanda Ros; in *O Rare Amanda!* Jack Loudan has told the story of this word-intoxicated Irishwoman with sympathy and restraint.

Art books are always a problem for the reviewer who is not himself an artist, for so much of their value depends on the reproductions of pictures or the photographs of sculpture with which they are illustrated. But the pictures are not the chief value of *Hogarth's Progress*, in which Peter Quennell has written the life of one of the greatest of English artists with all of his accustomed elegance and perception; this is first-rate, considered either as biography or as a contribution to the criticism of art. And Macmillans have brought out a wonderful little book called *Drawings by the Holbein Family*, which contains sixty-one drawings of Hans Holbein, and his sons Ambrosius and Hans the Younger; it is a worthy addition to any art library, and the introduction and notes by Edmund Schilling are at once meaty and economical. Two other books, both the work of the Holbein-Verlag of Basel, give generous selections from the work of *Vincent Van Gogh* (edited by Douglas Cooper) and *Toulouse-Lautrec* (edited by Hanspeter Landolt); the fine Holbein-Verlag books are handled in Canada by Macmillans.

An oddity which I should like to recommend to those people who like mystery stories, but are tired of the common run, is *Historical Whodunits* by Hugh Ross Williamson. Such hoary puzzles as the death of William Rufus, the murder of the Princes in the Tower, the Gunpowder Plot and the Campden Wonder are re-examined in the light of a fund of knowledge which would make even Lord Peter

Jacket Design

Gift Books for Christmas

Coccola and King

AYORAMA

$4.00

Wilson

THE SCROLLS FROM THE DEAD SEA

$3.25

Barbeau

THE TREE OF DREAMS

$3.50

. . . for Children

Macmillan

GLOOSKAP'S COUNTRY

and other Indian Tales

$3.95

Oxford University Press

Relax on a 20-day cruise
TO THE WEST INDIES

Cruise the Spanish Main aboard the luxurious Empress of Scotland . . . built for tropic seas . . . with two swimming pools, individually controlled ventilation room.

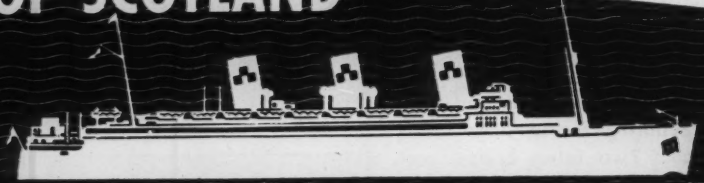
CRUISES from $495 up

JAN. 18 — FEB. 9 — MAR. 2

3 Twenty-day Cruises from New York
SAN JUAN, Puerto Rico
ST. THOMAS, Virgin Islands
LA GUAIRA, Venezuela
CURAÇAO, N.W.I.
CRISTOBAL, Canal Zone
KINGSTON, Jamaica
PORT-AU-PRINCE, Haiti
HAVANA, Cuba

In addition January 18th cruise calls at Fort de France, Martinique. February 9 cruise calls at Port of Spain, Trinidad and March 2 cruise calls at Barbados, British West Indies.

EMPRESS OF SCOTLAND



Full information on itineraries from your travel agent or any Canadian Pacific office.

Canadian Pacific

By Appointment
Gin Distillers
To the Late King George VI
Tanqueray, Gordon & Co. Ltd

there's no gin like Gordon's

IMPORTED FROM LONDON, ENGLAND
AVAILABLE IN VARIOUS BOTTLE SIZES

T5K

Wimsey's jaw drop. This is choice reading indeed, and any lover of mysteries who is not utterly dead to the charm of better books will appreciate it.

For fifteen years *The Saturday Book* has been making a Christmas appearance, and its devotees will be pleased to hear that it has recovered from the trough of hebetude into which it had fallen last year. The fifteenth volume has all the charm and agreeable oddity which has marked the best books in the series, and *chichi* and silliness, though present, are at a minimum for a book of this sort.

It is perhaps unfortunate that *The Scrolls from the Dead Sea* by Edmund Wilson should come thus after so many books of lighter import, but in preparing a Christmas list these strange juxtapositions are apt to occur. It is a book of remarkable interest, telling in detail of the discovery of a cache of scrolls which were presumably the library of an Essene community near the shores of the Dead Sea. These scrolls are at present being examined by scholars whose findings will not be available for many years, but it is already clear that the scrolls are of the greatest significance in Biblical scholarship, for they appear to suggest that much of the teaching which we consider original with Jesus was Essene in origin. Edmund Wilson has done a distinguished job in making what is known about the scrolls available to the average intelligent reader.

Finally, for the people who always want a "funny" book, I suggest *The Pick of Punch*, edited by Nicolas Bentley. *Punch*, after a long spell of fogeydom, has shot to first place as the funniest magazine published in English.

There, now; is that enough? Any questions? Good! Merry Christmas, everyone, from the curmudgeonly old myope who writes these pieces.

From The Pick of Punch.

Television

Everchanging Screen

by Hugh Garner

THIS IS a secret that has not been revealed up to now, but every television network has a junior executive whose sole job is to look for successful programs—and then change them. During the last twelve months the only things on TV that haven't been changed are the commercials.

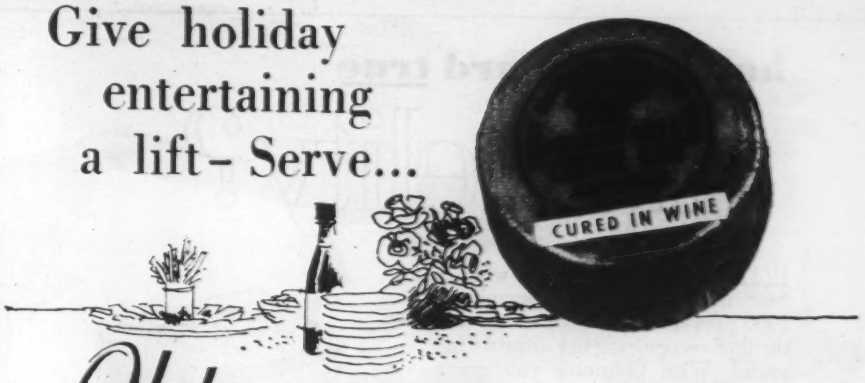
Let's take the CBC, for instance. The summer before last they put on the "Denny Vaughan Show", a soothing, free-flowing effort that featured the singing of Denny Vaughan and Joan Fairfax, backed by the Vaughan orchestra. If memory serves me, the show failed to find a sponsor last winter, but this season it is on the air regularly on Monday evenings at 9.30. Instead of the relaxed musical show it once was, it has now become a "variety show", with all the banalities this term implies. Where once there was a half-hour of good songs and pleasant music, we now have to watch imported comics, "straight from New York". One comic I watched a few weeks ago laid an egg as big as a roc's, and was only kept alive by the scattered titters, apparently coming from the members of the crew. New York is a big city, and "straight from New York" may imply that the import has just finished a successful run at the Copacabana—or a Bowery mission.

"Pick the Stars" is one of the shows that has shown great improvement this year over last. The viewer no longer has to strain his eyes to pick the performers out from in front of Samuel Hersenhoren's band, for the band has been put in the pit, or at least off camera. The judging has been broadened to include a guest judge each performance to back up the regular panel, and the decor and sets have been brought up to a high professional standard.

"Fighting Words", a panel show that seemed to go over with the intellectuals and us ordinary mortals equally well, has suffered no changes in format, but has been shoved into more time spots than even the most avid viewer could keep up with. It is the policy of the CBC not to allow "controversial" programs to be sponsored, and so "Fighting Words" has remained a sustaining show.

When we take a look at the American networks, we find changes galore. I had been wondering about this disconcerting phenomenon, until the other night I listened to an interview on radio between a disc-jockey and a guest vocalist on his show who were talking about this very thing. The d.j. said, "Since leaving your

Give holiday entertaining a lift – Serve...



Old CHERRY HILL
WINE-CURED CHEDDAR

Taste-tempting vintage cheese . . . favourite of connoisseurs!

Old Cherry Hill Cheddar, Wine Cured . . . Pure Pakt for perfect flavour . . . 12 oz. wedge.

Old Cherry Hill Centre-Cut Cheddar, Wine Cured . . . delicious, pure pakt for peak flavour in 2 lb. and 1 lb. packages.

Cheese connoisseurs exclaim over the piquant overtones Gene Proctor's exclusive wine-curing process adds to the tangy flavour of real Cheddar. But you don't have to be a connoisseur to recognize that Old Cherry Hill Cheddar is the best you've ever tasted. Naturally aged at least a year . . . flavour sealed-in at the summit of its goodness . . . Old Cherry Hill Cheddar is cheese in the finest traditions of the great cheesemakers. It is a compliment to serve it to your guests . . . a treat to enjoy yourself. Try a Centre-Cut or Wedge today. At all fine food stores.

PROCTOR'S OLD CHERRY HILL CHEESE HOUSE, Brantford, Ont.

Come aboard – rare pleasure ahead...

Listen! Paddle wheels splashing through rippling moonlight . . . soft strains of Dixie . . . tinkling glasses . . . "Southern Comfort." Discover for yourself this rare adventure in drinking. Down through the years its popularity continues to grow, for no other liquor tastes so deliciously different.

The finest taste of the Old South lives on in...

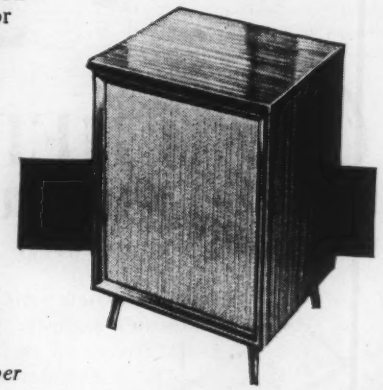
SOUTHERN COMFORT® *Always a welcome gift*

IN HIGH BALLS, COCKTAILS, OR ON-THE-ROCKS...MAKES DRINKING A REAL PLEASURE!

have you heard true

hi-fidelity?

Hi-Fidelity is unmistakable when you hear it. Columbia Phonographs for 1956 provide music lovers with that thrill of recognizing the ultimate in sound. With Columbia you can hear all the instrumental notes and voice cadences that have previously been lost in sound reproduction. Your Columbia phonograph dealer invites you to thrill to *true* Hi-Fidelity! Eight models to choose from.



The "360" K in stunning console model 428 — ultra high fidelity combined with graceful contemporary design. Extended range PM and Columbia Kilosphere speakers for super Hi-Fi reception. $259.95.

COLUMBIA

phonographs

Made and Sold in Canada by Addisons Limited

When you travel carry...

OBTAINABLE FROM ALL
CANADIAN PACIFIC AGENTS AND MOST BANKS

Clarkson, Gordon & Co.

CHARTERED ACCOUNTANTS

Toronto · Montreal · Hamilton · London
Winnipeg · Regina · Calgary · Vancouver

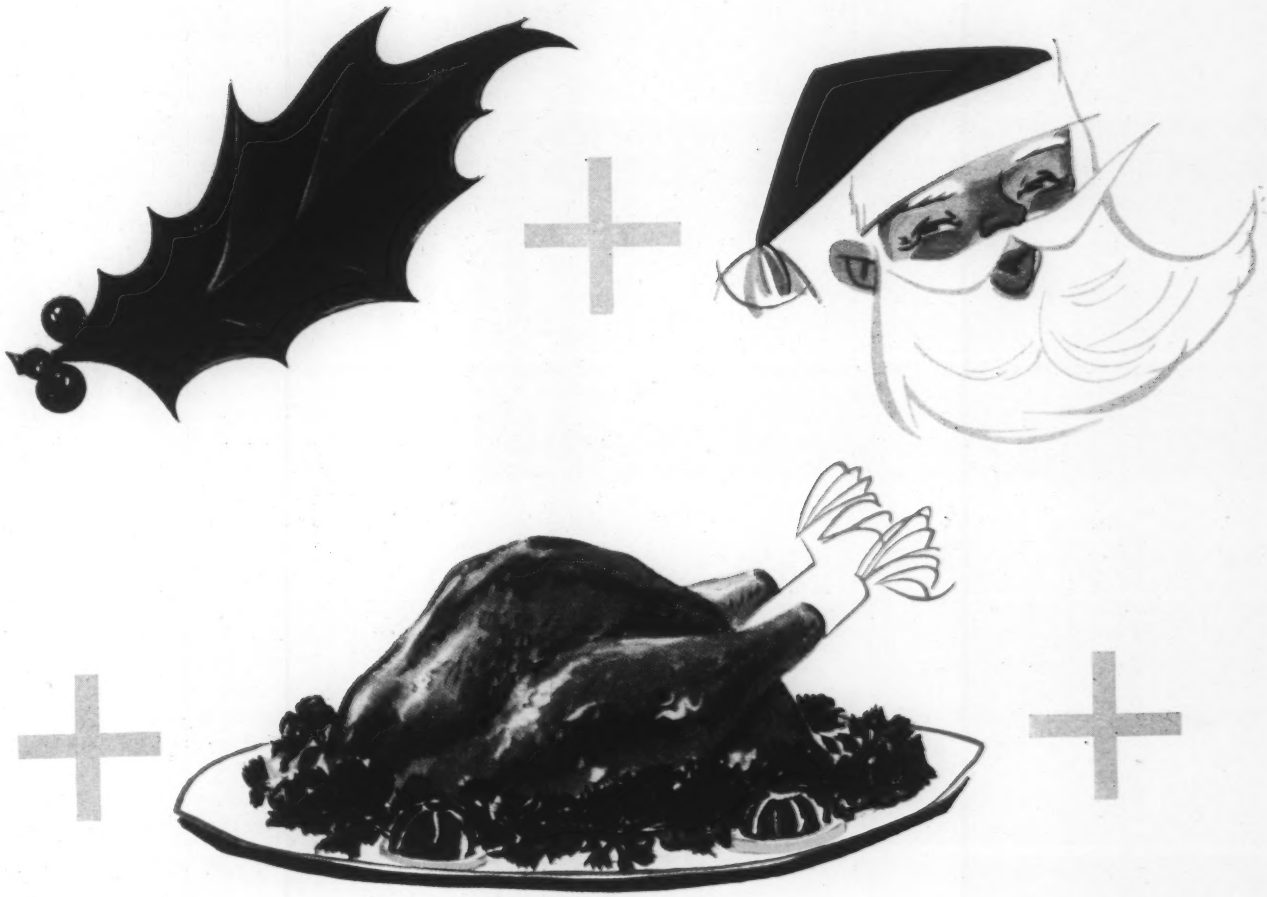
television show you seem to have done quite well in the theatre and club-date field. But why did you leave such a successful show as yours was?" The vocalist answered, "Show business today requires constant change. After a couple of seasons in the same spot, both the public and the performer get tired of it, and it is time that a change was made. Show business has always been this way, and I believe it always will be." So there, right from the horse's mouth, is the reason, apparently, for the changes over the seasons in your favorite shows. I'm still not convinced, however, that all the changes are wise, or even necessary.

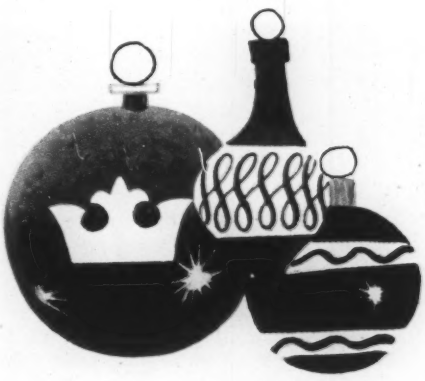
There were very few viewers, for instance, who were not satisfied with the former make-up of the "Jackie Gleason Show". True, some weeks were not as good as others, and the skits of The Poor Soul, The Bartender, and even Reggie Van Gleason were not as popular, on the whole, as The Honeymooners, but altogether the one-hour show was fast-paced and a must on most North American TV sets. This year, as everyone knows now, the first half hour of the show has been given over to the Dorsey Brothers, and only the last half hour features filmed episodes of The Honeymooners. It has been claimed by some critics that the filmed program has lost the spontaneity of the live show. I won't quarrel with this, although I still like The Honeymooners, filmed half-hour or not. It seems to me, though, that through the change, the show has lost that indefinable something that tied itself to the constant viewer. Certainly the first half hour of the show has been losing viewers in droves to the "Perry Como Show" on a rival network.

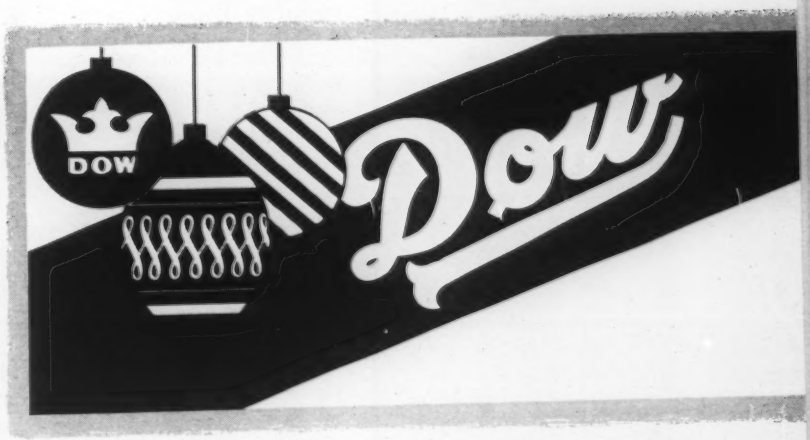
One of the biggest changes last season, and one which still bothers many TV fans, was the scrapping of Imogene Coca and "Your Show of Shows" for "Caesar's Hour". Sid Caesar was criticized almost universally for breaking up the Caesar-Coca combination, and for a time early in last season it looked as though the critics were right. However, he picked up a wonderful female comic in the person of Nanette Fabray, and weathered the storm.

Other shows that this year have undergone changes of one sort or another are: Milton Berle (good), Perry Como (don't know), all of Arthur Godfrey's shows (don't care) and Our Miss Brooks.

Some of the old shows that threaten to go on with the same format for years yet are: What's My Line?, This Is Your Life, The Ed Sullivan Show, People Are Funny, and Dragnet. There are many more, of course, which will only change when the last viewer turns the last channel selector. Maybe Arthur Godfrey and the others in show business are right, change, constant change, is needed to keep the programs fresh. My only beef is, why change my favorites, and leave all the others alone?







= Best Holidays Ever!

THE BELL TELEPHONE COMPANY OF CANADA
SERVICE

Symbol of Service in Communications

Bell communications services are geared to your future as well as your present needs. By *leasing* your communications from Bell you tie up no capital, you are relieved of all maintenance problems and your equipment never becomes obsolete.

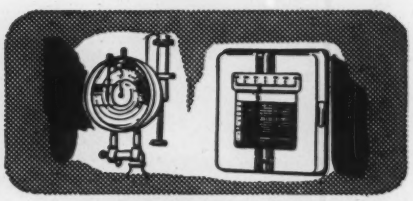
Whatever your communications requirements you can depend on Bell to recommend and install the type of system best suited to your needs. We will be glad to analyse *your* communications—there's no obligation, of course—just call our nearest Business Office.

SPECIAL COMMUNICATIONS SERVICES SUPPLIED BY BELL

BELL TELETYPE

INTERCOMMUNICATING AND PRIVATE LINE TELEPHONE SYSTEMS

MICROWAVE RADIO RELAY SYSTEMS


CHANNELS FOR TELEMETERING AND SUPERVISORY CONTROL

MOBILE TELEPHONE SYSTEMS

SPECIAL LONG DISTANCE TELEPHONE SERVICES

THE BELL TELEPHONE COMPANY OF CANADA

Films

Sincerely, Liberace

by Mary Lowrey Ross

NOBODY could possibly enjoy Liberace's *Sincerely Yours* as much as Liberace, who loves every minute of it. The production was obviously meant to heighten the feelings of both pro- and anti-Liberace groups all over the country; and no arrangement could give Liberace himself greater satisfaction.

He knows there are millions of people who think he is wonderful and this naturally makes him happy. He also knows that there are almost as many who are transfixed with indignation whenever he appears, and this makes him happy, too. "The things they say about me," he says, "make me cry all the way to the bank."

Meanwhile he occupies the screen as fully and triumphantly as though it had opened to its widest Cinemascopic range simply to receive Liberace. A generous type, he offers in return everything he has—his flashing smile, his dimples, his shattering pianism, his unshatterable confidence in Liberace.

He plays with the precision, brilliance and tirelessness of some emotion-charged pianola, ranging all the way from Chopsticks to Mozart. And since he is there for his special personality, his wardrobe is almost as dazzling as his pianism—for daytime, a Dacron suit that seems to have been treated with phosphorus, so that at times he glows almost as alarmingly as the Hound of the Baskervilles; evening clothes that glitter with particles of lucite so that as he plays his clothes throw off showers of sparks. Meantime, his hair gleams blue-bottle blue, the smile goes flash, flash, and the final effect is so overwhelming that at the finish his Carnegie Hall audience — the gentlemen in their boiled shirts, the ladies in diamond chokers—get up and sway to "When Irish Eyes are Smiling", their arms round each other's necks.

A story goes with all these prodigies, and it is the sort of story that sounds as though it might have come straight out of Liberace's own curly head. The hero is a celebrated pianist, rich, successful and in love. Then right at the height of his career he is stricken with deafness and retires to his Fifth Avenue apartment to brood on suicide. However, his faithful secretary persuades him to take up lip-reading and in no time he has mastered the art, and is even able, with the help of a powerful pair of field-glasses, to eavesdrop on conversations taking place in Central Park, ten storeys down and half a block away. This introduces him to all sorts of special problems

"The very richest corn".

—a little crippled boy who wants to play football, a lonely mother whose uppity daughter won't introduce her to her rich in-laws, and so on. By stretching a point here and there *Sincerely Yours* is able to include, in addition to Liberace and his piano, a fashion show, two direct answers to prayer, a comic elevator dispatcher, a resplendent Christmas tree, love, renunciation, reunion and two successful surgical operations. There may have been other wonders along the way that I missed—I got sort of numb.

"What was it like?" the girl at the desk asked as I came out from the showing. I said it was wonderful and would probably run forever. "You mean it's really *good?*" she said. "It's fascinating," I said. "Really it is. Try to imagine the very richest corn you could possibly —" "That's what I thought you meant," she said sadly.

I'M AFRAID that *My Sister Eileen* must now be described as the picture that went too often to the well. It was fine in its original stage and screen versions, and it still had enough comic vitality left to do well on Broadway as the musical comedy *Wonderful Town*. Now it is back once more, with Janet Leigh and Betty Garrett as the adventurous innocents from Ohio who invaded Greenwich Village back in the Twenties. By this time, however, the sense of youthful adventure has vanished and the innocence along with it.

Janet Leigh, with her hair in a pony-tail and the briefest pair of night-time scanties ever to appear on the screen, continues to wander about the famous Greenwich Village apartment, and Betty Garrett, staring-eyed and rowdy, works hard at recreating the old predicaments. Neither is particularly successful. What *My Sister Eileen* needs very badly is the lively presence of Rosalind Russell. Or else just a good long rest.

Christmas and New Year's are merrier in

OLD QUEBEC!

PLAN YOUR WINTER HOLIDAY NOW . . .

Whatever the reason . . . whether it's the crisper snow, friendly atmosphere; finer food or gayer parties . . . you're sure to find your festive season holiday in Old Quebec truly memorable.

Plan now to be here for the fun of it! The Chateau Frontenac is your headquarters with superb service and accommodations.

DON'T MISS QUEBEC WINTER CARNIVAL'S MARDI GRAS EVENTS IN FEBRUARY

Information and reservations at any Canadian Pacific office or write Hotel Manager

Château Frontenac

A Canadian Pacific Hotel

Lighter Side

Everyman's Satellite

by Norman Ward

THE AWARDING of contracts for the first man-made satellites, which will allegedly circle us out in space, seems to have a tenuous connection with the practice of giving names to hurricanes, for the chances are better than even that the satellites, swirling about among the winds, will be identified like people too.

Furthermore, since governments are behind the whole business, it may be that the first satellites will be named after politicians, probably those whose tour of duty is over. Using the names of active participants would almost certainly raise too many problems of protocol. If the first twelve-incher happened to be named after a cabinet minister, for example, the average toiler would be lucky if he rated a spitball, and government policy might require thereafter that a great deal of energy be wasted on the production of smaller and smaller spheres.

For the present we must set aside for further study one of the more vexing aspects of these satellites, and that is the uneasiness that most of us are going to feel when the air above us is full of radioactive cannonballs. So far, one of the things we have been able to count on is that anything that goes up is bound to come down.

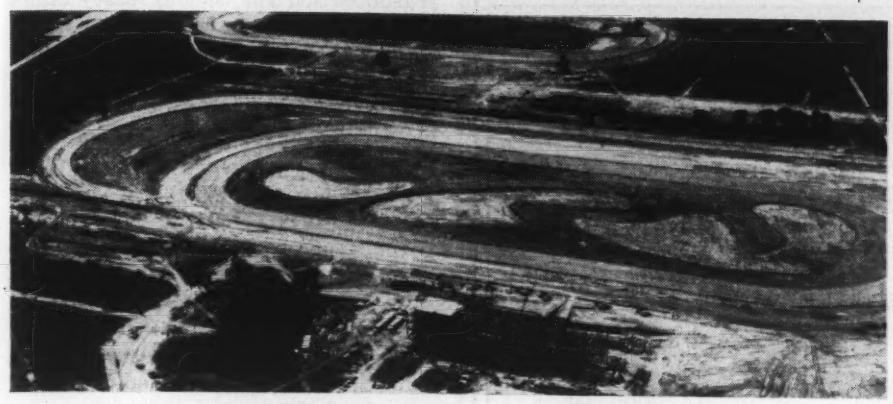
No amount of theorizing that the satellites will dissolve in the air like meteorites (which seems to be the story that is being cooked up by the press relations boys right now) is going to be convincing to anybody who has seen a meteorite that arrived here in an impressively solid condition. The best we can hope for is that the passing pedestrians who are slated for conking will be worthy cases—say civil servants above the rank of Clerk Grade IV. The scientists who are inventing the satellites have to be ruled out as potential recipients, however deserving, because anybody who knows enough to shoot a globe two hundred miles up is likely to know enough to go underground in good time.

But to get back to names: there's really a lot to be said for foregoing terse female cognomens (which may be all very well for hurricanes) and dressing the satellites up in full regalia. I remember one beautiful gray morning on Lake Superior, watching a great ship loom majestically out of the mist. The ghostly vision was a noble one, and I strained my eyes to catch the name of the vessel. She was (and I am slightly altering her name, though not her sex, to avoid giving her any unwelcome publicity) the Hon. Thomas P. Muldoon, and she was followed in stately procession by the Ebenezer M. Rollthrup, the Leo F. X. McGreevy, and the State Senator Wm. H. Fishbein. Surely what's good enough for slow freighters is good enough for free-wheeling satellites?

If the number of satellites runs high—and heaven knows where the taxpayers are going to be if the first one, by a fluke, kills nobody of any account—we might possibly economize on their names by dropping middle initials and using diminutives for first names. We have before us the example of Mr. W. L. Mackenzie King, whose wish that he be known as W. L. Mackenzie King (an affectation he clung to even during wartime paper shortages) has cost the Canadian citizenry a pretty penny.

This sobering thought should not be allowed to divert us from the urgent business of settling on a policy for identifying satellites, and I'd like to cast an early vote for naming them after politicians. Apart from the undoubted fascination of contemplating the silent passage through space of a metal football named, say, the W. L. M. King, the idea has a compassionate appeal too. When the first victim gets driven into the ground like a nail, his heirs may be not without comfort if his demise was occasioned by the brisk and unexpected return from above of some respected statesman.

A Coast to Coast Toast!
PRESIDENT... Canada's Prize Champagne
If you haven't yet tasted President Canadian Champagne, you're in for a pleasant palate-tingling surprise. The bubbly, effervescent goodness of Canada's prize Champagne is no accident—because here is a Canadian champagne, made from special imported grapes grown in the Niagara Valley, which already has won two international medal awards . . . the first Canadian medal-winning champagne in history!
When you've any occasion to celebrate . . . make it a celebrated occasion—serve President Champagne—Canada's fine champagne that is fermented and aged in the same traditional, painstaking manner as are the greatest champagnes of Europe. And note this: You'll be delighted at its moderate price.
President Champagne awarded Bronze Medal at the First International Wine Show—Sacramento, California, 1950. Awarded Silver Medal, 1950, at the Empire Wine Competition, London,
EST'D 1874
CONTENTS 26 FLUID OUNCES
Brights
PRESIDENT
CANADIAN
Champagne
Bright's Wines
SINCE 1874



The new Woodbine track begins to take shape near Malton.

Sports

Canadian Racing Comes of Age

by Jim Coleman

YEAR-END figures published by the Department of Agriculture reveal that horse racing is Canada's most popular spectator-sport. Despite aggressive competition from the promoters of baseball, football, stock-car racing and other pastimes, horse racing is one sport which has shown a steady increase in attendance in each of the post-war years.

Peculiarly enough, horse racing had continued to increase in popularity despite the fact that, up until three years ago, little if any effort had been made to provide comfort for the spectators who paid the price of daily admission. The sport had prospered only because of its natural lure and the fact that the introduction of such features as the starting gate, the totalisator, saliva tests and film patrols had resulted in improvement in the conduct of the actual racing.

However, the poor, old Two-Buck Bettor had been kicked around in gruesome fashion. Canada's racing plants are out-moded, to say the very least. As an example, Toronto's Woodbine — considered to be one of the most picturesque courses in North America — has been in existence since 1881 and the club house, which is the newest building on the grounds, was re-constructed in the early Twenties. There was nothing picturesque about the ladies' powder room beneath the old Woodbine grandstand. To illustrate further: Toronto's Dufferin Park was built in 1907, Fort Erie was built in 1897, Vancouver's Hastings Park was built in 1920 and Winnipeg's Polo Park was constructed in 1925.

Although Canadian race-track attendance increased in the post-war years, the rise didn't keep pace with the increase in attendance on American tracks. The reasons for the disparity were obvious: in the United States, racing men have built such beautiful and comfortable courses as Hollywood Park in California, Gulfstream Park in Florida and Garden State, Monmouth and Atlantic City tracks in New Jersey. It was the comforts and conveniences of these New Jersey courses which lured the spectators away from New York's antiquated tracks and established New Jersey's racing as the most progressive on the continent.

At least two Canadian racing organizations had recognized the trend. Three years ago, The Edmonton Exhibition Association got around to constructing a new grandstand, which certainly could be a model for larger cities. It is significant that racetrack attendance in Edmonton has shown the largest percentage increase of any Canadian course, since the completion of that new stand.

Meanwhile, the Ontario Jockey Club, which long had been regarded as the most delightfully stuffy turf organization in Canada, had decided that it must keep pace with the times.

The situation, as recently as the summer of 1952, was that the sacrosanct Ontario Jockey Club was conducting 28 days of racing in its out-moded, old-world Woodbine plant.

The Jockey Club had one of Canada's most influential boards of Directors, presided over by Col. K. R. Marshall, with E. P. Taylor as the chairman of the potent executive committee. This directorate decided that, while Canadian racing was prospering, it needed a shot in the arm and they sent for the hypodermic needle without any shilly-shallying.

In rapid succession, they bought the Hamilton Jockey Club, the Fort Erie track, the Niagara Falls track and the Thorncliffe track's charters in Toronto. By the following summer, Hamilton, Niagara Falls and Thorncliffe had been

Kiss those Christmas shopping blues goodbye

Give him a Stetson Gift Certificate
with a handsome miniature hat and gift box.
The lucky man stops in at his nearest Stetson dealer
and selects a hat in the style and colour
of his choice.

If he's out of town, give him a Stetson
National Gift Certificate, redeemable at any
Stetson dealer's from coast to coast.
Your dealer has both Stetson Gift Certificates.
Prices $9.95, $11.95, $15 and up.

STETSON HATS

Purchasers and Distributors of Government, Municipal and Corporation Securities

Enquiries Invited

A. E. Ames & Co.
Limited

Business Established 1889

TORONTO MONTREAL WINNIPEG VANCOUVER VICTORIA CALGARY
LONDON OTTAWA HAMILTON KITCHENER OWEN SOUND
ST. CATHARINES QUEBEC NEW YORK BOSTON LONDON, ENG.

Upper Canada College
TORONTO, CANADA
Boarding and Day School for Boys — Grades 2-13
(Non-denominational)

SCHOLARSHIPS
Valued from $650 to $1500 per annum for boys entering Grades VI-XIII
Applications to be received on or before March 16, 1956
Qualifying Examinations in April for Entrance in September, 1956
For full particulars apply to
The Rev. C. W. Sowby, M.A., D.D., *Principal*, Upper Canada College, Toronto 7, Canada

57

THE
WESTERN SAVINGS AND LOAN ASSOCIATION

HEAD OFFICE - **WINNIPEG**

PRESTON EAST DOME MINES, LIMITED
(No Personal Liability)
DIVIDEND No. 55

Notice is hereby given that a half-yearly dividend of Four Cents (4c) per share has been declared on the issued Capital Stock of the Company, payable in Canadian funds January 16th, 1956, to shareholders of record at the close of business on the 31st day of December, 1955.

By Order of the Board,
G. A. ROY
Secretary-Treasurer

Toronto, November 14, 1955

abandoned and The Ontario Jockey Club's racing program was confined to old Woodbine and the leaky-roofed Fort Erie course. But Fort Erie no longer was on the leaky-roof circuit when it opened its gates for racing in 1953. Already apparent were the results of a refurbishment plan, —a scheme which has resulted in the expenditure of $4 million up until now.

The results of this refurbishment were startling. In the initial stages, the innards of the Fort Erie's 1897 grandstand were eviscerated; new paddocks, jockeys' building, barns were constructed and the racing strip itself was rebuilt. Parking space for 7,000 cars was provided.

The vision of E. P. Taylor's executive and planning committee had extended far beyond the immediate future. When they began their expansion program in 1952, they had been plotting the creation of a super-track which would be the finest in America. Their dream will become a realization in June of next year when "New Woodbine" is opened to the public on an 830-acre tract on the western outskirts of Toronto, near Malton Airport.

Even as this magnificent new course nears completion, the average Canadian sports enthusiast is unaware of the magnitude of the Ontario Jockey Club's undertaking. For one thing, the new track will cost $12 million and, when compared with New Woodbine, New York's famed Belmont Park will appear down-at-heel.

A tip on comparisons may be gained from the acreage figures involved. New Woodbine will encompass 830 acres—far larger than any other course in North America. The track will cover a larger area than the combined acreage of all the tracks which have served Ontario racing spectators in recent years.

Cognizant of the fact that automobile-parking is all-important, the Ontario Jockey Club has laid out space for 40,000 cars at the new track.

As recently as September of this year, there were obstacles in the path of Col. Marshall, Mr. Taylor and the Directors of the Ontario Jockey Club in their plan to provide a new racing picture for Canadians. Although they controlled six racing charters, the OJC directors found themselves in the position of sharing the racing season with Fred S. Orpen and associates, who controlled eight charters and who operated the Long Branch and the Dufferin tracks in the Toronto area. Mr. Taylor moved in at the beginning of last month and bought the Orpen charters, as well as the Long Branch and Dufferin tracks, for a nice, neat $4 million.

The betting among astute sports-followers is that, next year, Ontario's horse racing attendance may jump more than 25 per cent over its record figure of 1,100,000 spectators in 1955. The increase will be due to the opening of the New Woodbine course.

The Surtax on Investment Income

by James Oldford

PRIOR to 1940 rental income was classed as investment income, subject to a surtax. During the war years it was treated as earned income for Excess Profit Tax purposes if business properties or many properties were involved. With the enactment of the Income Tax Act of 1949 it became policy to treat it as investment income in all cases. This year it was designated as earned income once more.

The change was probably the result of a series of decisions by the Appeal Board in which it became apparent that the determination as to whether rental income should be treated as earned or unearned must rest upon the basis of the facts applying to each individual case. To leave it to the Income Tax Department to make so many individual rulings, with the Appeal Board looking over its shoulder, was to make this source of revenue one of dubious value, and a costly one to collect.

The fact that the amendment went neatly around this administrative difficulty should not be allowed to obscure the fact that this was merely one of many undesirable features in the collection of a surtax on investment income.

Minister of Finance Harris.

Rental income is in part earned income. The return on money invested in rental properties is higher than that on other forms of investment. This excess must be looked upon as a return for the management services of the landlord. But it is also true that rental income is to a substantial degree a return on capital invested. It is quite possible for an investor to acquire a group of residential properties, and obtain a regular income in which his management services are not great.

Why should such an investor be given tax relief while others who hold bonds and stocks are still subject to the surtax of four per cent on that part of their investment income which exceeds either $2,400 or the sum of the personal exemptions?

The investment element in rental income is not the only type of return on investments which is conveniently ignored under the provisions on this subject in the Income Tax Act. Business profits are in part a return for management services, and in part a return on invested capital. By definition in the act, business income has been treated consistently as earned income. The income of a silent partner from a business, however, fails to come within the definition of earned income, a part of which reads, "income from the carrying on of a business either alone or as a partner *actively engaged* in the business".

Where the chief shareholder takes profits in the form of dividends from his closely held corporation, they are subject to the surtax provisions of the act. Where the sole proprietor takes his annual profits from a business similar in size, they are treated as earned income.

If the owner of an established business dies, much depends upon the wording of his will. If the business is to be carried on in his wife's name, then the profits will continue to qualify as earned income. If it is operated for her benefit by an estate, then the income she receives will be classified as investment income.

If an annuity is purchased through the approved pension plan of an employer, the taxable element is treated as earned income. If it is purchased directly from an insurance company or the government, the taxable element is included with other items of investment income. And so it goes. The more this problem is examined, the more it becomes apparent that we do not have a surtax on investment income in general, but a surtax on certain investment income items which happen to be easy to isolate and inexpensive to tax.

Originally the surtax on investment income was accepted on the grounds that it was an important source of revenue and that it could not be resisted easily by its victims.

Now that income tax applies almost universally, and at greatly increased rates, the surtax on investment income ranks as a minor source of revenue. It could be replaced by an adjustment to the rates applicable to incomes in the higher brackets.

Government fiscal experts might well review this feature of income taxation, not with an eye to the continued easy collection of a little additional revenue, but with the thought of eliminating a source of annoyance as between taxpayers and of removing another deterrent to those investments which are so necessary to an expanding economy.

Appeal Board Chairman Monet.

THE CANADIAN BANK OF COMMERCE

HEAD OFFICE - TORONTO

STATEMENT AS AT OCTOBER 31, 1955

ASSETS

Cash Resources (including items in transit)		$ 350,329,012
Government of Canada Securities	Not exceeding market value	650,305,935
Provincial, Municipal and Other Securities	Not exceeding market value	223,498,391
Call and Short Loans (Secured)		116,087,291
Total Quick Assets		$1,340,220,629
Loans and Discounts		895,363,036
Mortgages and Hypothecs insured under the N.H.A., 1954		49,172,067
Customers' Liability under Acceptances, Guarantees and Letters of Credit, as per contra		32,506,859
Bank Premises		20,994,137
Other Assets		18,653,177
Total Assets		$2,356,909,905

LIABILITIES

Deposits	$2,211,427,472
Acceptances, Guarantees and Letters of Credit	32,506,859
Other Liabilities	8,137,603
Total Liabilities to the Public	$2,252,071,934
Capital Paid Up	37,477,363
Rest Account	65,961,516
Undivided Profits	1,399,092
Total Liabilities	$2,356,909,905

STATEMENT OF UNDIVIDED PROFITS

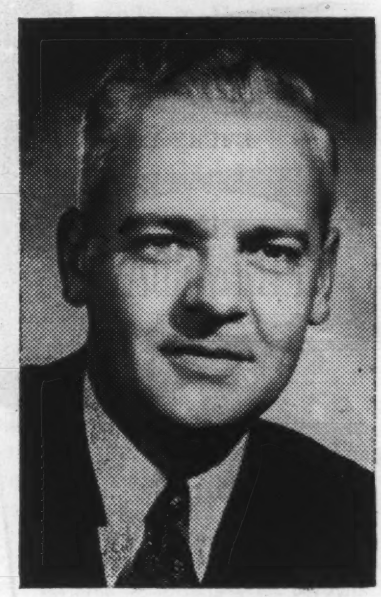
Year Ended October 31, 1955

Balance of profit for the year before provision for income taxes but after making transfers to inner reserves out of which full provision has been made for diminution in value of investments and loans	$14,309,899
Provision for income taxes	7,050,344
Balance available for distribution	$ 7,259,555
Dividends	4,258,111
Amount carried forward	$ 3,001,444
Balance of undivided profits October 31, 1954	647,648
	$ 3,649,092
Transferred to Rest Account	2,250,000
Balance of undivided profits October 31, 1955	$ 1,399,092

JAMES STEWART
PRESIDENT

N. J. McKINNON
GENERAL MANAGER

Royal Bank Appointment



Announcement was made recently by **The Royal Bank of Canada** that effective December 6th **C. L. WALKER,** an Assistant General Manager in Head Office, has been appointed Assistant General Manager of the bank in Toronto where he will be chief administrative officer of the bank's affairs in the Ontario district. Mr. Walker succeeds K. M. Sedgewick, whose appointment as General Manager was recently announced.

BRITISH COLUMBIA ELECTRIC COMPANY LIMITED

NOTICE IS HEREBY GIVEN that the Board of Directors has declared the dividends listed below on the Company's CUMULATIVE REDEEMABLE PREFERRED SHARES for the quarter ending 31 December 1955 payable on 3 January 1956 to shareholders of record at the close of business on 7 December 1955. In respect of shares represented by any share warrant, the said dividends will be payable on or after 3 January 1956 at any branch of The Royal Bank of Canada in Canada on presentation of the respective dividend coupons listed below:

Series	Coupon No.	Dividend per Share
4%	35	$1.00
4¼%	2	$0.53½
4½%	5	$0.57
4¾%	29	$1.18
5%	13	$0.63

The transfer books will not be closed.

By Order of the Board,

G. G. WOODWARD,
Assistant Secretary.

Vancouver, B.C.,
November 3, 1955.

Insurance

Protection for Farmers

by William Sclater

THE general farmer can now obtain insurance protection comparable to that enjoyed by the businessman in urban areas.

A policy of particular interest to the farmer and one for which there is a growing demand since its introduction is the "Farm Floater". While it is not suited to the farmer who specializes in bee-keeping, furbearing animals, a piggery, greenhouse produce or other such, it does offer the farmer engaged in general farming, with some livestock, poultry, machinery and crop, good protection against many of the perils that may beset him.

Farm machinery such as combines, threshers, hay bailers and tractors may be covered by the policy. Livestock (of which poultry may comprise up to 25 per cent of this) can be part of it. Produce and feed, excluding tobacco, is also underwritten. This broad coverage is particularly suited to the general farmer.

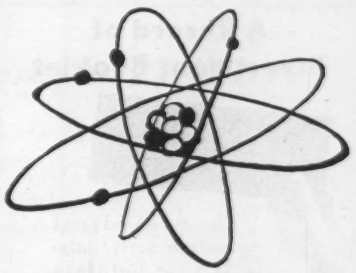
The perils protected against are: direct physical loss or damage to the described property by (a) fire or lightning; (b) windstorm, tornado, cyclone, hail, explosion, riot, civil commotion, strike riot, aircraft and objects falling therefrom, smoke; (c) collision, derailment or overturning of conveyance while in transit by railroad and/or motor vehicles (excluding the coming together of railroad cars during coupling); (e) stranding, sinking, burning or collision of regular ferries, including general average and/or salvage charges if incurred.

There is an option in the policy which permits "all-risks" coverage of the farm machinery and implements to be written at slightly higher rates, with a deductible of $50 from the amount of each adjusted claim except for loss or damage from the basic coverages quoted.

Sample rates, which are for a three-year period, are $1.10 per $100 for livestock (including 25 per cent poultry); $1.35 per $100 for protection of produce and feed, and $1.10 per $100 for implements and movable farm equipment with no power and no special rating.

The maximum ordinary limits of insurance allowed on cattle are $350 for any one animal; $175 for horses; $60 on pigs; $40 on sheep; $8 on turkeys; $2 on poultry. Additional cover is obtainable on request for pedigreed livestock.

It should be noted that this policy is subject to an 80 per cent co-insurance clause. In other words the insurance taken out must represent 80 per cent of the value of the present inventory.



Announcing

The Forthcoming Publication of 16 Volumes on

PEACEFUL USES OF ATOMIC ENERGY

at a Special Pre-Publication Price

The *only* definitive and unabridged report of the proceedings of the international conference in Geneva, August 1955. *Only* these 16 volumes will contain the complete texts of *all* the more than 1,000 papers presented at the conference, together with the discussion which followed each paper.

VOLUME I. The World's Requirements for Energy; The Role of Nuclear Power, $8.00; VOLUME II. Physics; Research Reactors, $8.00; VOLUME III. Power Reactors, $7.50; VOLUME IV. Cross-Sections Important to Reactor Design, $7.50; VOLUME V. Physics of Reactor Design, $9.00; VOLUME VI. Geology of Uranium and Thorium, $9.00; VOLUME VII. Nuclear Chemistry and the Effects of Irradiation, $10.00; VOLUME VIII. Production Technology of the Materials Used for Nuclear Enery, $10.00; VOLUME IX. Reactor Technology and Chemical Processing, $10.00; VOLUME X. Radioactive Isotopes and Nuclear Radiations in Medicine, $8.00; VOLUME XI. Biological Effects of Radiation, $8.00; VOLUME XII. Radioactive Isotopes and Ionizing Radiations in Agriculture, Physiology, and Biochemistry, $9.00; VOLUME XIII. Legal, Administrative, Health and Safety Aspects of Large Scale Use of Nuclear Power, $7.00; VOLUME XIV. General Aspects of the Use of Radioactive Isotopes; Dosimetry, $6.50; VOLUME XV. Applications of Radioactive Isotopes and Fission Products in Research and Industry, $7.50; VOLUME XVI. Record of the Conference, $5.00.

Regular price for complete set

$130.00

SPECIAL PRE-PUBLICATION PRICE for complete set on orders received before January 31st, 1956, $110.00

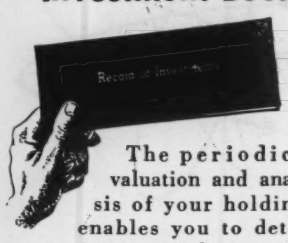
THE UNITED NATIONS

Canadian Agents

THE RYERSON PRESS

299 Queen Street West, Toronto

A Record of Investment Booklet



The periodical valuation and analysis of your holdings enables you to determine accurately your current investment position and, in some cases, to make certain changes that will strengthen your investment portfolio.

We suggest that once a year you mail a list of your holdings to us in order that we may advise you regarding current values and submit a detailed analysis.

Send for a free copy

Orders accepted for execution on all stock exchanges

Dominion Securities Corpn. Limited

Toronto Montreal
New York London, Eng.

17,000 Canadians Own It for

AFFC

✓ **Growth of Income**
✓ **Capital Appreciation**
✓ **Income Tax Credit**

Invest In

CANADIAN INVESTMENT FUND

Gives you a proportionate interest in 70-80 first-class investments.

Phone or write for information

A. F. Francis & Company Limited

MEMBER OF: THE INVESTMENT DEALERS' ASSOCIATION OF CANADA MONTREAL STOCK EXCHANGE

66 King St. W. TORONTO EMpire 3-0138
Pigott Bldg. HAMILTON JAckson 7-9263

Ask your investment Dealer or Broker for prospectus.

CALVIN BULLOCK
Ltd.

Gold & Dross

American Nepheline

What is your opinion of a company called American Nepheline Ltd., which seems to have an expansion program of some kind under way in central Ontario? Are the shares any good? What does the company produce?—C.B., Port Arthur, Ont.

Unless people start to drink out of gourds again or revert to the use of pewter plates, American Nepheline would seem to have a bright future. The attraction of the shares is something else again.

The company mines and processes nepheline syenite at Nephton, Ont., 35 miles north of Peterborough, and also does some processing at Lakefield. The product is sold for use in the glass and ceramics trade, mainly in the U.S., and an expanding market reflects in the upward trend of earnings. But these, you might note, are still low in relation to the price of the stock. The company was able to register net earnings of only slightly more than five cents a share in the first nine months of 1955.

It is therefore apparent that a price of about $2 a share is discounting the future heavily.

The fact that Ventures Ltd. controls the company has created a technical scarcity of stock, which helps explain the high price.

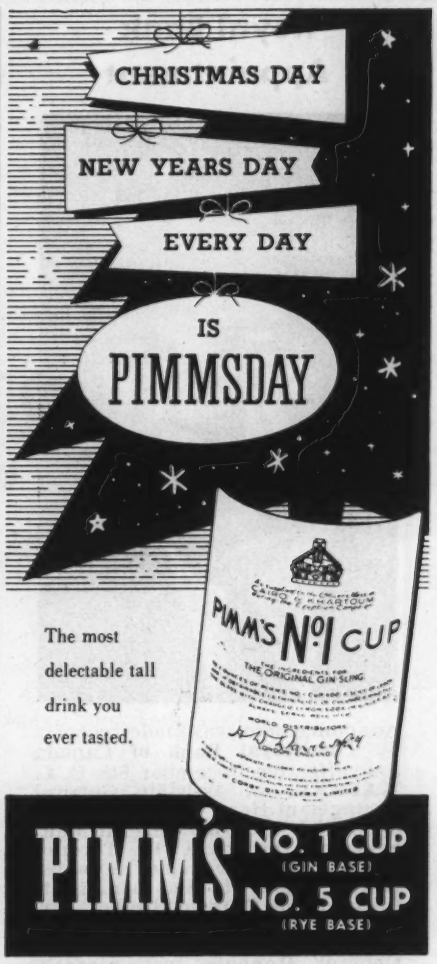
Back of the rosy expectations of the company is a $2.5 million construction program at Nephton, which will consolidate all operations. This will bring about increased capacity, lower costs and a saving on freight rates.

Chromium Mining

While most metal stocks have been going up, Chromium Mining & Smelting has been sinking—from a high of $3.50 this year to a low of $2 now. At the same time, the company is doing well. How do you explain this contradiction? Would you recommend buying Chromium?—D.A.K., Stratford, Ont.

Chromium, which has 1.15 million shares outstanding, is suffering from financial malaise. Current liabilities at the end of April, 1955, exceeded current assets by some $5 million. Operating loss for the year to the same date was $290,000.

Earnings are now responding to increased demand for ferro-alloys, resulting from the boom in the steel industry. The company's sales have established new records. The company operates in a highly competitive industry, but there is room for cautious optimism as to its future. We wouldn't look for the shares to develop



MR. I. D. BOIGON
and
MR. W. M. CLIFFORD
are pleased to announce that they have recently joined in partnership under the name of
BOIGON & CLIFFORD
ARCHITECTS
TORONTO
Mr. Boigon has operated for several years under the firm name of I. D. Boigon, Architect.

✻ **KOPKE,** *the Port with a tradition*

KOPKE

FULL RICH RUBY DOURO

FOUNDED 1638
OPORTO

PORT

SHIPPED BY C. N. KOPKE & CO. LTD. OPORTO
PRODUCT OF PORTUGAL

YOU CAN COUNT ON KOPKE'S

✻ Pronounce it "*cop-key*"

much speculative following until the company erases the red entries on its profit and loss account and starts to record its operating results in black.

Radiore Uranium

Some time ago I purchased shares of Radiore Uranium for a turn but the price has dropped. Should I sell and take my loss or remain an involuntary investor?— A.F., Montreal, Que.

It is difficult to be hopeful for an early recovery in uraniums. Last winter's bulls are this winter's bears. And not without reason. First, in spite of rearguard propaganda action by promotional interests, the public has come to admit that a guaranteed price is not the same as a guarantee to purchase. And secondly, it is becoming increasingly apparent even to people who listen to tips that the replacing of other sources of energy by atomic fission is necessarily a long term expectation. Its shorter term aspects were talked up by people who knew nothing of the subject; or by promoters peddling stocks whose cost to them was only a fraction of stock exchange or "open auction" prices.

Quebec Copper

Do you consider shares of Quebec Copper a good investment at recent prices?— A.J.P., Montreal, Que.

Development of the Quebec Copper property has not been without encouragement and there is always a chance that a producing mine, even if not of impressive proportions, will find additional pay material. Future market action can be expected to reflect development results or their lack. If enough ore is found, the shares may deserve the designation of "investment".

Smelters

What do you think of Cons. Smelters at 18 to 19 times its earnings? Does it not seem high? Or should one buy? — W.F., Detroit, Mich.

Estimates of Cons. Smelters' earnings for 1955 run as high as $2 a share, but this does not seem to be out of the way. It remains to be seen whether a price of $37 or $38 is too high or whether we are living in a new economic age. The price rule of thumb of 25 years ago was "10 times earnings" but the world of those days ran into the greatest depression in history. The current crop of economists may be better guessers.

Don't forget that part of Smelters' price represents its chances of bringing in new mines. For instance, it has under its wing the Pine Point lead-zinc property. This only needs a railway to make it economic and probably the world's largest mine of

Canada's Largest Cement Producer

In the period 1946 to 1954 the annual consumption of cement in Canada increased by approximately 108%.

To keep pace with this substantial rise in demand, Canada Cement Company, Limited has continuously expanded its manufacturing capacity. Productive capacity of the Company, which is the largest Canadian producer of Portland cement, has doubled in the post-war period. We offer, as principals—

Canada Cement Company, Limited
3¾% Sinking Fund Debentures
Due September 15th, 1975
Price: 99.25 and interest to yield 3.77%

The Company's annual earnings after depreciation have in the past five fiscal years averaged over 12 times maximum annual interest charges on its present funded debt.

Orders will receive prompt attention.

Wood, Gundy & Company
Limited
Toronto Montreal Winnipeg Vancouver Halifax
Saint John Quebec London, Ont. Hamilton Ottawa
Kitchener Regina Edmonton Calgary Victoria
London, Eng. Chicago New York

J. E. GRASETT & CO.
MEMBERS THE TORONTO STOCK EXCHANGE
Branch
244 Bay St., EM. 8-4781 — Toronto — 2881 Dundas St. W., RO. 9-1167

HINE
★ ★ ★ ★ ★
IMPORTED FROM FRANCE
five star COGNAC BRANDY
ESTABLISHED 1763

NATIONAL STEEL CAR CORPORATION
LIMITED

Notice of Dividend

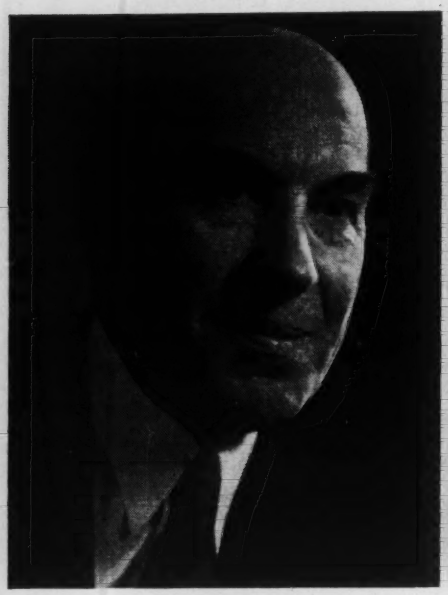
Notice is hereby given that a dividend of thirty-seven and one-half cents (37½c) per share has been declared for the quarter ending December 31, 1955, payable on January 16, 1956, to shareholders of record at the close of business December 15, 1955.

By Order of the Board.

J. PLUMPTON,
Secretary.

Advertising and **publication printing**
★
Saturday Night Press
71 RICHMOND ST. W., TORONTO

Royal Bank Appoints New General Manager



T. H. ATKINSON

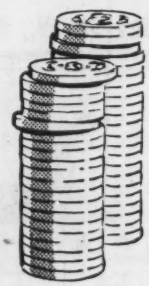
K. M. SEDGEWICK

The Royal Bank of Canada announces the retirement on pension of **T. H. Atkinson,** Vice-President and General Manager. During his 44 years of service Mr. Atkinson has risen from a junior clerk in Newcastle, N.B., to the distinguished executive post he now relinquishes. His decision to retire at pension age is in keeping with his conviction that the arduous duties of General Manager make it undesirable for one man to occupy the post for a protracted period and that way should be made for younger men at the highest executive level. Mr. Atkinson will continue to serve on the bank's Board of Directors.

K. M. Sedgewick, succeeds Mr. Atkinson as General Manager. He has been Assistant General Manager since 1949, and for the past four years the chief administrative officer in Toronto of the bank's affairs in Ontario. Mr. Sedgewick will assume his new duties on December 6th, the date on which Mr. Atkinson's retirement becomes effective. *

EXECUTORS AND TRUSTEES FOR OVER HALF A CENTURY

value for your money-



Bequeath to your heirs all the benefits that come from

experienced estate administration

THE **ROYAL TRUST** COMPANY

Our booklet "What We Can Do For You" is available on request.

OFFICES ACROSS CANADA FROM COAST TO COAST

Johns-Manville Corporation

DIVIDEND

The Board of Directors declared a dividend of 75c per share on the Common Stock, and, in addition thereto, a year-end dividend of $1.25 on the Common Stock, both payable December 9, 1955 to holders of record November 28, 1955.

ROGER HACKNEY, Treasurer.

its type. Government railway policy has already played Santa Claus to the Sherritt Gordon deposit in northern Manitoba, and is repeating the act in Chibougamau.

Smelters is a businessman's speculation —a calculated risk.

Coppercorp

There is considerable interest in the Algoma district regarding the sinking of a shaft by Coppercorp on claims at Mamainse Pt. Could you tell me anything about this firm and would it be advisable to invest in its shares at this time?—H.I.T., Sault Ste. Marie, Mich.

Coppercorp has been a prospect for many years. The property is believed to be geologically similar to the red metal mining country of northern Michigan, and there have been indications of a tonnage of ore. The Coppercorp company is engaged in evaluating any commercial possibilities the ground has.

Formed by a group of experienced mining men, the company is well financed for its objectives. It might be designated as a "carriage-trade" speculation.

Paymaster

What is wrong with Paymaster Consolidated? I have shares purchased at an average of 45 cents but the company has been losing money. Is there any chance of getting out even?—B.G.W., Saint John, NB.

Paymaster was closed for several months: hence the operating loss. It is a gold operation and has been ground between the upper millstone of rising costs and the lower millstone of a fixed price for its product. But Paymaster is in the Porcupine, where mines go deep, and the chance of its sharing the depth experience of the rich mines in the camp cannot be entirely dismissed. This is probably as great a factor as any in the market appraisal of the chances of reversing the losing trend of operations.

In Brief

I would appreciate your opinion as to the possibilities of Oceanic Iron Corporation's becoming a profit-making mine. I bought at $3 and it has since sunk to $2. Do the near future possibilities of this mine warrant holding?—R.E., Toronto.

Oceanic is simply another speculative promotion based on the flush demand for iron ore which the shortage of steel has inspired. The economics of the project have yet to be proved. It is a low-grade ore proposition.

Should I hold or sell Ascot, which I bought at 62 cents?—J.A., Truro, NS.

Ascot's possibilities are remote.

THE SHERWIN-WILLIAMS COMPANY OF CANADA, LIMITED

AND WHOLLY-OWNED SUBSIDIARY COMPANIES

Annual Report of Board of Directors For the Year Ended August 31, 1955

TO THE SHAREHOLDERS:

The Consolidated Balance Sheet showing Assets and Liabilities of your Company and its Wholly Owned Subsidiaries at the close of its fiscal year, August 31, 1955, is submitted herewith together with the Consolidated Statement of Profit and Loss and Earned Surplus for the year.

Your auditors, Messrs. Ernst & Ernst, have made an examination of the books and accounts of the Company and their report is attached.

As is our custom, all plants and properties of your Company have been maintained in good condition and the sum of $373,387.84 has been added to Allowances for Depreciation which now amount to $6,293,590.73.

We have now completed our warehouse expansion programme for Eastern Canada in Montreal, Toronto and Burlington at a cost of $1,500,000.00, which has been paid for out of current funds, thus occasioning the increased bank borrowings shown on the Balance Sheet. These additional facilities will enable us to render more efficient service to our expanding markets.

Total sales for the year were slightly lower than last year due to a somewhat slower demand for industrial, and transportation goods. On the other hand, sales to our dealer trade were well maintained and volume for the first weeks of our new fiscal year shows substantial betterment.

During the year our Research Departments have developed a number of new products which are now being marketed by our selling force with encouraging results.

Earnings for the year amounted, before income taxes, to $1,872,480.67 as compared with $2,710,744.91 for the previous year, and after tax deductions to $1,047,480.67 as against $1,422,676.79 for the year ended August 31, 1954. The reduction in net earnings was brought about mainly by increased selling and operating expenses, upward adjustments in salaries and wages, and extraordinary and non-recurring costs in connection with our warehouse expansion.

Net earnings amounted to $30.27 on the Preferred Stock, and after the regular 7% dividend thereon to $3.58 per share on the Ordinary Stock.

During the year Dividends paid to Shareholders amounted to $680,404.00, an increase of $89,888.00 on the Ordinary shares of the Company.

Total Current Assets of the Company as shown on the Consolidated Balance Sheet amounted to $16,485,963.36 and Current Liabilities stood at $7,142,525.81 leaving a balance of Net Current Assets amounting to $9,343,437.55.

The Earned Surplus of the Company and its Wholly Owned Subsidiaries at August 31, 1955 amounted to $10,538,368.39, an increase of $367,076.67 during the year.

The employees of the Organization everywhere have discharged their duties during the year with loyalty and efficiency and the thanks of the Management are gratefully extended to them.

Respectfully submitted,

Montreal, Que.
November 10, 1955.

A. W. STEUDEL,
Chairman.

CONSOLIDATED BALANCE SHEET—AUGUST 31, 1955

ASSETS

CURRENT ASSETS		
Cash on hand	$ 24,725.00	
Trade accounts receivable less allowance for doubtful accounts	6,734,439.06	
Other accounts receivable	157,650.54	
Inventories of raw materials and supplies, in process and finished merchandise at the lower of cost or market prices	9,145,863.32	
Insurance, taxes and other expenses prepaid	206,834.80	
Advertising stock, stationery and other supplies	216,450.64	$16,485,963.36
INVESTMENT AND OTHER ASSETS		
Investment in partly-owned subsidiary companies not consolidated	$ 100,757.37	
Capital stock of affiliated company	200,000.00	
Sundry accounts receivable, including $108.73 owing by shareholders	98,421.24	399,178.61
PROPERTY, PLANT AND EQUIPMENT		
Land, buildings, machinery and equipment — generally at cost	$ 9,527,204.29	
Less allowances for depreciation	6,293,590.73	3,233,613.56
INTANGIBLE ASSETS		
Formulae, trade marks and goodwill		5,536,538.67
		$25,655,294.20

LIABILITIES

CURRENT LIABILITIES		
Bank overdrafts (net)	$ 2,530,728.68	
Trade accounts payable and accrued liabilities	4,180,177.73	
Owing to affiliated company	46,912.77	
Income and other taxes—estimated	384,706.63	$ 7,142,525.81
RESERVE FOR ALLOWANCES TO RETIRED EMPLOYEES		20,000.00
CAPITAL STOCK AND SURPLUS		
Capital stock:		
Seven percent. Cumulative preferred, par value $100.00 per share:		
Authorized—40,000 shares		
Outstanding—34,600 shares	$ 3,460,000.00	
No par value ordinary:		
Authorized—225,000 shares		
Outstanding—224,720 shares	4,494,400.00	
Earned surplus	10,538,368.39	18,492,768.39
		$25,655,294.20

SIGNED ON BEHALF OF THE BOARD:
R. C. VAUGHAN, Director
W. GAGNON, Director

CONSOLIDATED PROFIT AND LOSS AND EARNED SURPLUS—YEAR ENDED AUGUST 31, 1955

PROFIT AND LOSS		
Profit from operations for the year, before provision for depreciation and other items shown below		$ 2,811,809.46
Other Income:		
Dividends received on capital stock of unconsolidated subsidiaries		5,490.00
		$ 2,817,299.46
Other deductions:		
Interest on bank loans	$281,283.56	
Allowances paid to retired employees	90,004.97	
Legal fees	7,924.48	
Remuneration of executive officers and directors' fees	192,217.94	
Provision for depreciation	373,387.84	944,818.79
Profit Before Taxes on Income		$ 1,872,480.67
Taxes on income for the year—estimated		825,000.00
Net Profit		$ 1,047,480.67
EARNED SURPLUS		
Balance at September 1, 1954		$10,171,291.72
Add net profit for the year		1,047,480.67
		$11,218,772.39
Deduct:		
Dividends paid during the year:		
Preferred—$7.00 per share	$242,200.00	
Ordinary—$1.95 per share	438,204.00	680,404.00
Balance at August 31, 1955		$10,538,368.39

TO THE SHAREHOLDERS, THE SHERWIN-WILLIAMS COMPANY OF CANADA, LIMITED

We have examined the consolidated balance sheet of The Sherwin-Williams Company of Canada, Limited and its wholly-owned subsidiary companies as of August 31, 1955, and the related statements of consolidated profit and loss and surplus for the year then ended, and have obtained all the information and explanations which we have required. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the attached balance sheet and statements of profit and loss and surplus are properly drawn up so as to exhibit a true and correct view of the state of the combined affairs of The Sherwin-Williams Company of Canada, Limited and its wholly-owned subsidiaries at August 31, 1955, and the consolidated results of their operations for the year then ended, according to the best of our information and the explanations given us, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year and as shown by the books of the companies.

In accordance with the provisions of The Companies Act, 1934, we report that earnings of subsidiary companies not consolidated are reflected in the accompanying financial statements only to the extent of dividends received.

ERNST & ERNST

Montreal, October 25, 1955.

Chess Problem

by 'Centaur'

FRANK JANET was an enthusiastic Good Companions composer, and since he lived in Mount Vernon, NY, was able to be in close collaboration with Alain White. He was born in 1875. Janet worked intensively on certain themes, and one of his favorites was the Horseblocks, four self-blocks by the two black Knights, and below is a nice mutate specimen, with a familiar change-mate key. Janet also gave attention to the mutual interference of black Bishop and Pawn, the Pawn-Grimshaw. He labelled it the "Pickabish", but the name never held.

Janet wrote a chess serial story for the G.C. folder, *Gamo,* but it had a mixed reception.

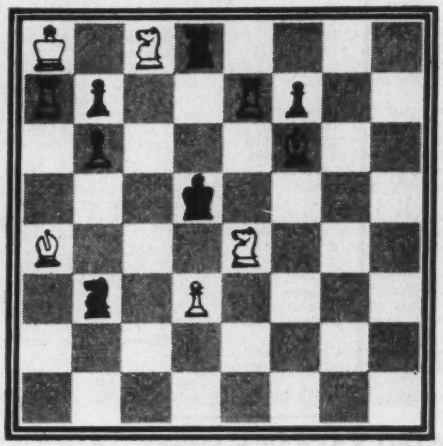
Solution of Problem No. 128.

Key-move 1.Q-B3, threatening 2.Kt(4)-Q6 mate. If R-B5; 2.Kt(7)-B5 mate. If RxKP; 2.Kt(7)-Q6 mate. If Q-B5; 2.Q-B5 mate. If PxP; 2.QxB mate. If K-B5; 2.Kt-Q2 mate. If KxP; 2.Kt(4)-B5 mate.

This is the same theme as No. 125.

Problem No. 129, by F. Janet.

Black—Five Pieces.
White—Nine Pieces.
White mates in two.



Puzzler

by J. A. H. Hunter

"LET'S GO to our place," suggested Jim. His wife, with whom he'd just danced, agreed emphatically: "Yes. Let's! We've each had a dance with each of the men and that's plenty." "And my feet still ache from that first dance with my husband," laughed Ruth. Bob's easy: he'd had the second with Gwen and the third with his wife. "Count me in," he said. But Jim wasn't sure about the other two girls. He turned to Ann, who'd just finished dancing with Tom. "What do you say?" he asked. But Mary answered for her: "She's worrying about the sitter, but I'm not keen to repeat that second dance I had with you." And so, having stayed for only four dances, the four men drove their wives over to Jim's house.

Can you figure out the names of Tom's wife and Gwen's husband? (11)

Answer on Page 62.

A Bit Off-Color?

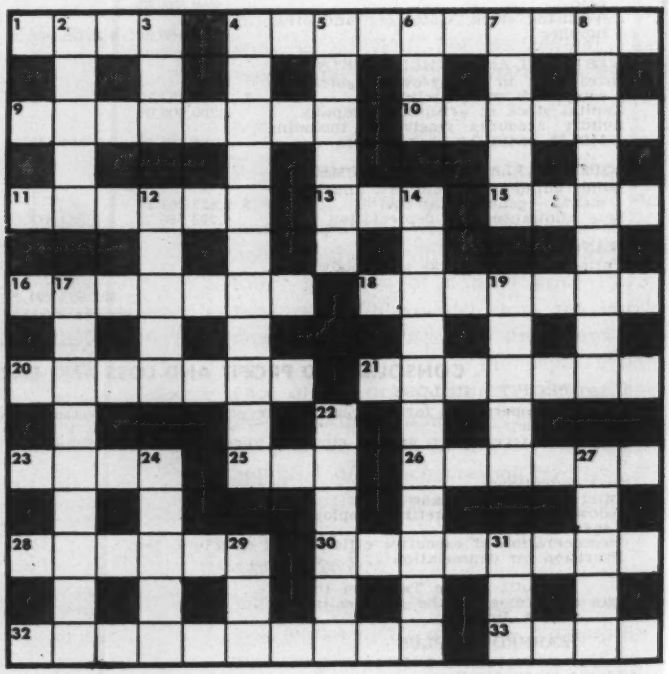
by Louis and Dorothy Crerar

ACROSS

1 See 25.
4 Room for thought? (5, 5)
9 Tree under which boy meets girl? (4, 4)
10. Resulting from a mixture of 25, 14, 1. (6)
11 Drawing the color line might result in this. (6)
13 This has a way with it in the country. (3)
15 Is this game graft? (4)
16 "The sons of Edward sleep in .....'s bosom". (Richard III) (7)
18 Not even a remnant? (7)
20 Share in an average day's receipts. (7)
21 Changes into her best for dessert. (7)
23 Colorless huskies for winter sports. (4)
25, 14, 1 Cheering colors for standard use. (3, 3, 5, 3, 4)
26 It's a shock to find a tram taking a U turn. (6)
28 See 33.
30 A laconic people. The location of their city seems to have been Nova Scotia. (8)
32 The watch needs cleaning, it would seem. (10)
33, 5, 28 Did it make people call Joseph "Hugh"? (4, 2, 4, 6)

DOWN

2 Steal less than this? Impossible! (5)
3 Not Lady Eden! (3)
4 Its counter attractions were not above board. (5, 6)
5 See 33.
6 Little sleep gets some down. (3)
7 Their delight is to eat it. (5)
8 One might expect to find an alien clad in a strange manner. (9)
12 Legal change for a small coin. (5)
14 See 25.
17 Narcissus could never have seen his face at this English spa. (9)
19 She makes an arresting appearance when the color of 32. (5)
22 Biblical watercolor? (3, 3)
24 His philosophy helped to make converts to ice cream. (5)
27 Man, I admit, started it all. (5)
29 It will droop when you turn up the gas. (3)
31 A twitch what you don't need! (3)



Solution to last puzzle

ACROSS

1 See 30
9 Rebuilt
10 Desired
11 See 28
12 Elan
13 See 28
15 Idolize
17 Alimony
20 Tempest
22 Roomers
23 Once
25 Knob
26 See 28
28, 26A, 13 and 11 Brevity is the soul of wit
29 Cleared
30, 1A When the cat's away the mice will play

DOWN

1 Terrorist
2 Elbowroom
3 Idiot
4 Extreme
5 Indiana
6 Lost
7 Largo
8 Yodel
14 Lido
16 Iced
18 Overthrow
19 Yesterday
21 Tintype
22 Rebecca
23 Ox-bow
24 Crete
26 Items
27 Fist (378)

BANK OF MONTREAL

Founded in 1817

•

CONDENSED GENERAL STATEMENT

October 31st, 1955

ASSETS

Cash on hand and due from banks and bankers		$ 257,947,212
Cheques and other items in transit, net		181,759,604
Government of Canada and Provincial Government Securities, not exceeding market value		975,361,319
Other securities, not exceeding market value		239,198,556
Call Loans		76,514,237
		$1,730,780,928
Commercial and other loans		928,971,060
Mortgages and hypothecs insured under the National Housing Act, 1954		51,958,704
Bank Premises		26,680,293
Customers' liability under acceptances, guarantees and letters of credit, as per contra		55,910,373
Other Assets		1,872,706
		$2,796,174,064

LIABILITIES

Deposits		$2,591,326,311
Acceptances, guarantees and letters of credit		55,910,373
Other Liabilities		9,803,165
Capital authorized—7,500,000 shares of $10 each	$75,000,000	
Capital paid-up	$45,000,000	
Rest Account	92,000,000	
Undivided Profits	2,134,215	$ 139,134,215
		$2,796,174,064

STATEMENT OF UNDIVIDED PROFITS

Earnings for the year ended October 31st, 1955, after making provision of $1,689,595 for depreciation of bank premises, furniture and equipment and transfers to contingency reserves, out of which full provision for diminution in the value of investments and loans has been made	$ 15,085,146
Provision for Income Taxes	7,043,000
Leaving Net Profits of	$ 8,042,146
Of this amount shareholders received or will receive by way of dividends	6,521,346
Net additions for the year	$ 1,520,800
Undivided Profits at October 31st, 1954	2,613,415
	$ 4,134,215
Transferred to Rest Account	2,000,000
Undivided Profits at October 31st, 1955	$ 2,134,215

GORDON R. BALL
President

ARTHUR C. JENSEN
General Manager

BOARD OF DIRECTORS

Honorary President
HUNTLY R. DRUMMOND

President
GORDON R. BALL

Vice-Presidents
LOUIS L. LANG
JOHN A. MacAULAY, *Q.C.*
ARTHUR C. JENSEN

•

ROSS H. McMASTER
L. J. BELNAP
G. BLAIR GORDON
The Hon. CHARLES A. DUNNING, *P.C.*
ROBERT A. LAIDLAW
R. G. IVEY, *Q.C.*
J. V. R. PORTEOUS
C. G. HEWARD, *Q.C.*
B. C. GARDNER, *M.C.*
R. C. BERKINSHAW, *C.B.E.*
HENRY G. BIRKS
The Hon. CHARLES J. BURCHELL, *P.C., Q.C.*
R. E. STAVERT
GEORGE W. BOURKE
NOAH A. TIMMINS, JR.
WILLIAM A. MATHER
Col. The Hon. CLARENCE WALLACE, *C.B.E.*
The Hon. HARTLAND deM. MOLSON, *O.B.E.*
H. GREVILLE SMITH, *C.B.E.*
R. E. POWELL
ROBERT J. DINNING
HAROLD S. FOLEY
H. G. HILTON
Maj.-Gen. GEORGE P. VANIER, *D.S.O., M.C.*,
W. A. ARBUCKLE
THOMAS W. EADIE
HENRY S. WINGATE

•

General Manager
ARTHUR C. JENSEN

The BANK OF MONTREAL spans Canada with 656 branches; it has offices of its own in London, New York and San Francisco, and a special representative in Chicago.

Canada's First Bank... WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

EATON'S

PRECIOUS FUR OF THE CENTURY

EMPRESS CHINCHILLA

The centuries-old Fashion House of Revillon of France
presents the 20th Century gem of furs
in a shimmering new shape . . . Empress Chinchilla
cape-stole, rare, precious, breathtaking in its softness . . .
Typical of the magnificence in the "Tour Eiffel"
Collection of Revillon designs — at Eaton's
Fur Salons exclusively, across Canada

EATON'S . . . Canada's largest retail organization . . . Stores and order offices from coast to coast

Picture Gallery Home

by Ruth Bowen

YOU TAKE IT for granted that a good friend will lend you a book from his library shelves. It is more unusual for a friend to remove a picture from her walls with the words, "I'll lend it to you".

Mrs. H. A. Dyde of Edmonton, formerly of Ottawa, has been lending pictures from her personal gallery of Canadiana for years, both in the kinship of sharing what another likes and in enthusiastically appreciating the chance to help the paintings of Canadian artists to become better known.

Wife of Edmonton lawyer, H. A. Dyde, wartime assistant to three different ministers of defence, Mrs. Dyde's voice is probably the youngest and certainly the only feminine voice among the eight members of the Board of Trustees of the National Gallery. She regards this position with some awe—"They all know so much more than I do"—but with intense and lively enthusiasm.

She certainly doesn't relate her personal interest in lending pictures to the gallery program, but from her collection of well over a hundred canvases and sketches by Canadian artists she has been generously sharing them round since she first began to collect pictures. "Six are away now," she says. "I miss them."

In the rooms of the Dyde's west-end home in Edmonton, which tops a hillside with a valley view of the Saskatchewan, the pictures are at ease. They represent different schools of painting but abide with each other in the gracious rooms, offering the same quality of warmth and interest that good reading, close at hand, gives to a home. They are not so much displayed as they are a part of the grace of a finely tutored and selective collector whose appreciation of art is as much a gift as the creative gift itself.

They hang in all the rooms downstairs, in the open hallway, drawing-room, dining-room and sun-room, up the stairway, in the upper halls, in the bedrooms. Some you understand; some you don't. They offer beauty and piquancy, a beauty which you can't define and a curiosity which struggles for precise definition.

Everywhere also in this picture-gallery home, and just as unobtrusively displayed, are lovely pieces of carving, Eskimo primitives in soapstone, the exquisite head of a Madonna in white wood, a gift from friends in Quebec, and pottery turned on the craftsman's wheel, some the work of Sibyl Laubenthal of Edmonton.

Dark green walls offset the paintings in white frames that

Mrs. H. A. Dyde of Edmonton points to an oil sketch of Dr. Charles Camsell, the noted geologist and her former neighbor in Ottawa. It is the work of Lilias T. Newton.

hang in the drawing-room and dining-room. Furnishings are period pieces; the decor is in greens and beige.

Over the fireplace in the white hallway hangs Pavilion Bleu Saint Cloud by J. W. Morrice. One of Emily Carr's totem pole sketches faces the doorway.

When Dorothy "Bobby" Pound Dyde went to Crofton House in Vancouver, she and a friend learned that Miss Carr had once taught art at the school. They thought the link strong enough to deserve a call, but never quite plucked up the courage. Now the totem pole, several others of Emily Carr's sketches and a dramatic seascape are treasured in Mrs. Dyde's collection.

Young diffidence didn't interfere with her future friendships with artists and their work. In her collection are sketches by Frederick Varley, Lawren Harris, A. Y. Jackson, Stanley Cosgrove, P.-E. Borduas, Goodridge Roberts, J. W. Morrice, Tom Thomson, David Milne, Florence Wyle, H. G. Glyde—to name only a few.

Appreciation of the creative gifts of Canadians was taught early by her father, the late A. M. Pound of Vancouver. He was a book collector. When he died his library of Canadiana was given to the University of British Columbia. Taking his young daughter about to art exhibits in Vancouver, he fostered her interest in Canadian painting.

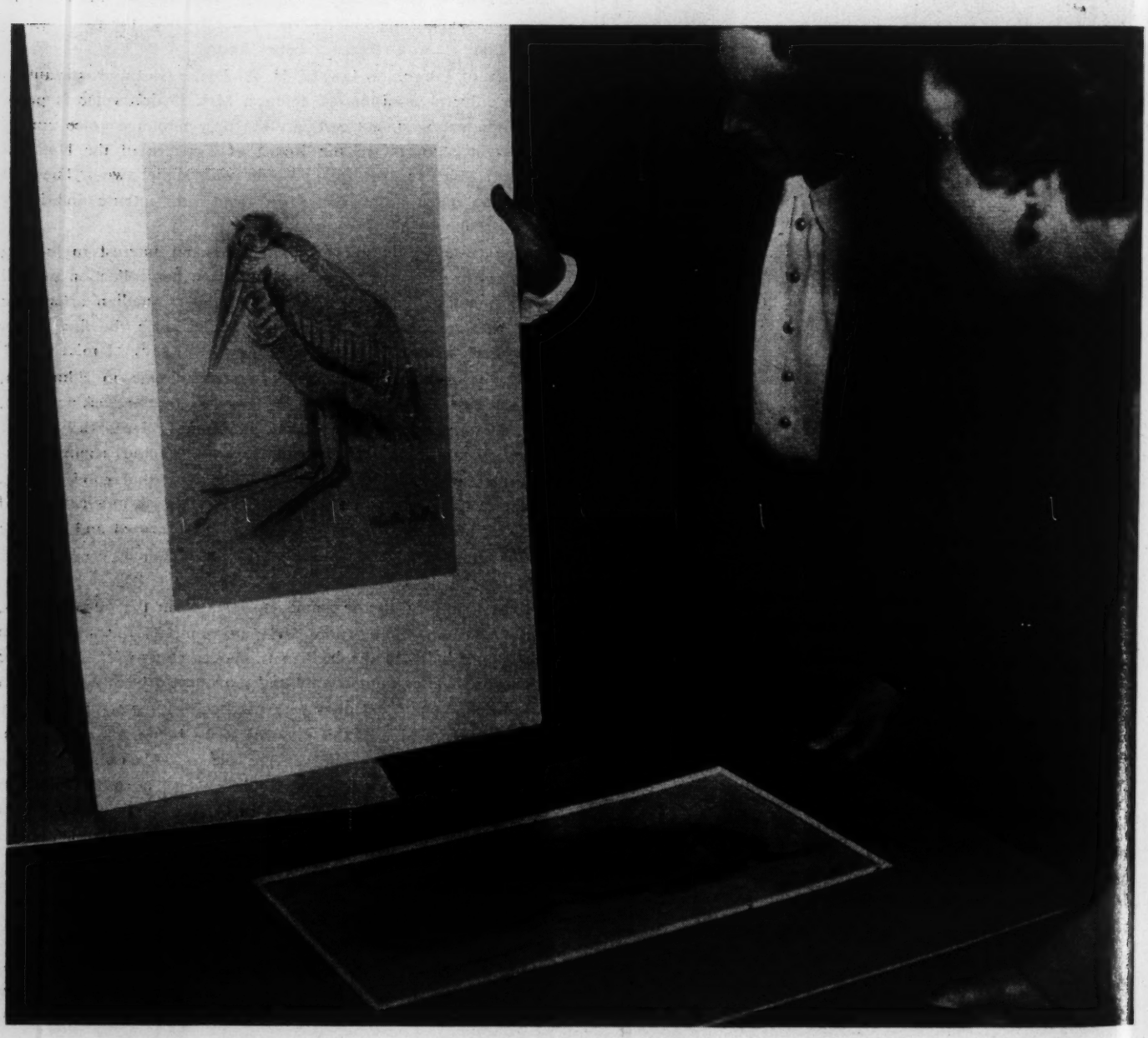
She graduated from the University of British Columbia, took a librarian's course at the University of Toronto, then her master's degree in history from Toronto. The study of history certainly included the great art of the ages; otherwise, except for personal taste, she never made any formal study of art.

Her first love was the theatre and she played in Hart House in Toronto. At home in Edmonton her interests are the allied interests of music, drama and ballet. She is a member of the board of the Edmonton Museum of Arts, the Women's Committee of the Symphony Society, and the Edmonton branch of the National Ballet.

But it was as a collector that she was willing to go without holiday trips, for example, to buy a picture. That was back in the beginning of her collection. Last year, in a trip abroad with her husband and 14-year-old daughter, Frances Plaunt. Frances was taken on the grand tour of art galleries.

Of her work with the National Gallery, Mrs. Dyde says it is exciting to be at the core as Canada's gallery advances toward becoming one of the great collections of the world. "Purchase of eight Old Masters from the Lichtenstein collection is a tremendously important step," she says, and is quick to add how wonderful it is to see the best work of Canadian artists drawn to the gallery.

The program of sending exhibits across Canada has some limitation because so



By Appointment
to Her Majesty Queen Elizabeth II
Gin Distillers
Booth's Distilleries Limited.

BOOTH'S

HOUSE
OF
LORDS

Finest
DRY GIN

Definitely
Superior!

BOOTH'S DISTILLERIES LTD. LONDON, ENGLAND

few of Canada's cities have galleries safe enough for the exhibition of the great treasures. Fire is a major hazard. "Besides, you couldn't send a 15th Century panel through Canada's various temperatures and humidity without danger of damage." Some of the great treasures will never be allowed to leave the gallery, but the exhibitions do bring the works of great artists to many who may never visit the gallery itself.

Sunlight flooded the room as she talked and she noted that light is another Canadian variable. Paintings take on an entirely different cast exhibited in the brilliant blaze of western light to color tones in the softer, more muted light of the east.

Two landscapes in the Dyde home are permanent, although they change as much with light as with season. View windows across the Saskatchewan valley look west toward the river's turn where green fairways thread the lowlands. South, the river heights are regimented with spruce. In Autumn sunshine there was a blaze of gold and green, colors of the city, of the University on the campus across the river —and of the Edmonton Eskimo Football Club.

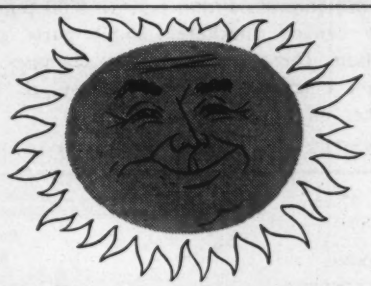
"We could never give up this view," she says.

Other pictures she has given up for several months.

Because she mentioned to Mrs. R. B. Doig of the Brandon Art Club that she loved to lend pictures, Mrs. Dyde set the ball rolling for a tour of privately owned paintings. Mrs. Doig went about making the collection and arranging the tour. An exhibition, aptly called "Collector's Choice", and including the work of 35 Canadian artists, is currently on circuit of western galleries.

That is the reason why so many of Mrs. Dyde's favorite pictures are missing from the walls of her personal gallery at home.

FACING PAGE: *Mrs. Dyde shows Ruth Bowen two drawings by Alistair Bell of Vancouver: a marabou stork and tiger cubs.* BELOW: *Sketches by A. Y. Jackson and Lawren Harris, Eskimo carving and pottery by Sibyl Laubenthal of Edmonton compete for attention with the view from the sun-room window.*

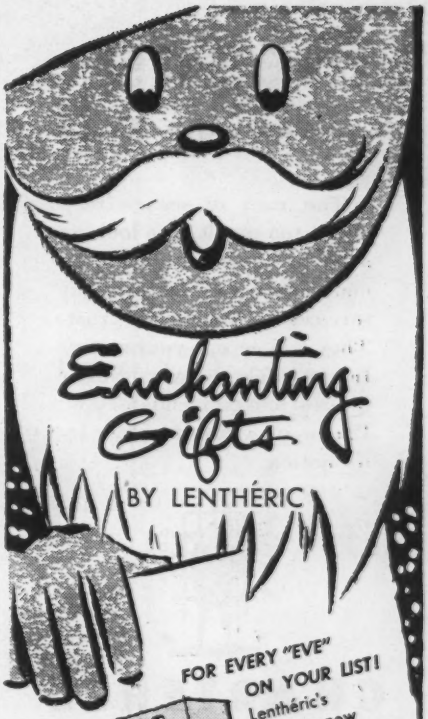


Do you know...

. . . that there's no finer, no more gracious way to bring sunshine into the lives of your friends than to offer them the pleasure of enjoying the great vintage wines of France. For the best in wines, ask for genuine imported French Wines for seasonal and year-round enjoyment.

If you are interested in the art of tasting wine, harmonizing wines and food, setting up a good wine cellar . . . ask for the folder "A FRENCH ART: HOW TO ENJOY WINE". Write to French Commercial Attaché, 610 St. James St. West, Montreal.

LE COMITÉ FRANCO-CANADIEN
DES VINS DE FRANCE
PARIS • MONTRÉAL



FOR EVERY "EVE" ON YOUR LIST!
Lenthéric's fabulous new fragrance . . . the uninhibited perfume, "ADAM'S RIB"—from $3.25; Toilet Water $2.50.

5 GIFTS IN ONE!
FASHIONS IN FRAGRANCE by Lenthéric . . . five ½-oz. flacons "TWEED", "DARK BRILLIANCE", "MIRACLE", "RED LILAC" and "SHANGHAI" Bouquet . . . $1.95

FOR A "VERY IMPORTANT PERSON": Lenthéric's V.I.P. Men's Set . . . 5-oz. After Shave Lotion and 6-oz. "Close Up Aerosol Shave" Cream . . . $2.50

Lenthéric
PARIS • LONDON • NEW YORK

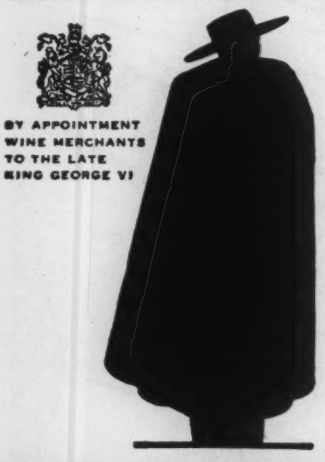
Means
to an End

The man of means may spend too much time looking after his investments. In the end, if he's wise, he'll use the services of Chartered Trust. They will accept your securities for safekeeping and collect interest and dividends for you. Phone or write for full information.

CHARTERED TRUST COMPANY

CHARTERED TRUST COMPANY

TORONTO: 34 King Street West — EM. 8-7681
20 St. Clair Ave. W. — WA. 2-5158
MONTREAL: 388 St. James St. W. — HA. 5165



BY APPOINTMENT
WINE MERCHANTS
TO THE LATE
KING GEORGE VI

SANDEMAN

Port & Sherry

GEO. G. SANDEMAN, SONS & CO. LTD.
LONDON - OPORTO - JEREZ

Letters

Discrimination

I wish to disagree with your editorial reproaching the Immigration Department for not allowing more Negroes to enter Canada.

A great wrong was done originally in transporting these primitive Africans from their jungles into slavery in America, thus creating the Negro problem with its injustices and race hatreds that has plagued America ever since. Possibly the American cult of toughness and obsession with crime and sex rises from this deep dichotomy in the nation's soul.

But Canada had no part in the original wrong and she has no moral obligation in the matter. The presence of a biologically unassimilable and rapidly multiplying group does not make for harmony in a country but inevitably leads to friction. The admission of more Negroes into Canada would do little to solve the Negro problem in America but would be sure to create one here . . .

VANCOUVER — R. L. ROBERTS

Editor's note: It was not suggested that Canada help solve the U.S. color problem. As far as we know, our Immigration Department does not discriminate against U.S. citizens because of their color. But it does discriminate against other colored aliens. The reproach was that such a policy is pursued while Government spokesmen talk with great fervor about human rights, the evils of racial prejudice, etc.

Teaching of French

Your editorial re teaching of French in primary schools was excellent. You ask, "Do the results of teaching French in the secondary schools encourage the hope" etc. Certainly not . . . Too much grammar and not enough conversation. If French is to be taught in the early grades, for heaven's sake teach only conversation . . . When a sensible system is adopted in Ontario, French can easily be taught . . .

QUEBEC — W. A. LEWIS

. . . The teaching of French should be a fundamental, an obligatory subject for any pupil attending public school . . . If both cultures in Canada were better understood through the medium of their respective mother tongues, our national unity would rest on a firmer basis . . . Bilingualism has for too long been a unilateral virtue. Could not the response of the English-speaking public be a little more enthusiastic? . . .

OTTAWA — ANDRE LEGARE

. . . Theoretically, public school French is an excellent idea. There is one insuperable practical objection: the lack of teachers. There is no more than a handful of teachers in Ontario competent to teach French. Most of the so-called teachers are unable to speak the language . . .

LONDON, ONT. — P. T. PHILLIPS

Fluorides

. . . Dr. Zeidler, Ph.D., F.C.I.C. seems to take much satisfaction in emphasizing what he terms the deplorable spectacle of the ignorance of chemical facts concerning fluoridation by many medical and dental men and myself in particular . . .

Many chemists do not agree with Zeidler that the fluoride in tea is altogether insoluble. I myself had a cup of tea analyzed by a prominent chemist and this tea according to his report contained 1.8 parts per million of fluorine . . .

Chemists have stated that cheese contains 1.60 parts per million of fluorine; chicken 1.40 p.p.m.; round steak 1.30 p.p.m.; canned salmon 8.50 to 9.00 p.p.m. and canned mackerel 26.89 parts per million. These are reports by chemists so might I suggest that the chemists get together on this problem . . .

WINNIPEG — M. H. GARVIN, DDS

INDEX

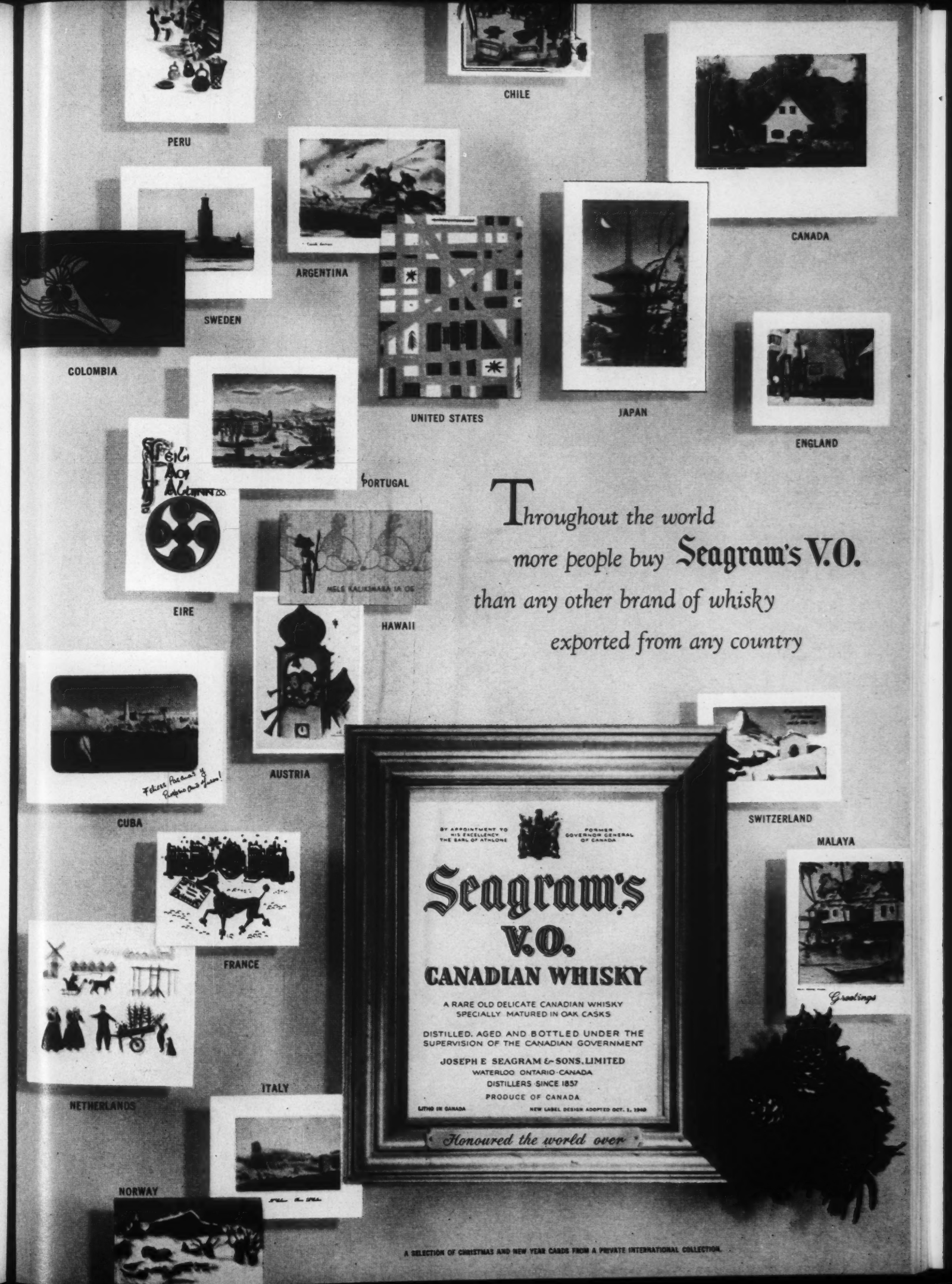
	PAGE
BOOKS	35
BUSINESS	49
COVER STORY	16
MINORITY REPORT	28
OTTAWA LETTER	23
SPORTS	47
WOMEN	59

SATURDAY NIGHT
ESTABLISHED 1887
VOL. 70, NO. 46 — WHOLE NO. 3250

PICTURE CREDITS: Page 1, © McKague; Page 3, International; Page 4, NFB; Page 5, courtesy Hugh Allward, Esq., Albert Burchell, Miller; Page 7, Capital Press; Page 9, Miller; Page 1[illegible] Nott & Merrill; Page 36, Andre Deutsch; Page 40, Clarke, Irwin; Page 45, Miller; Page 47, Michael Burns; Page 49, Capital Press; Pages 59, 60, 61, Goertz Studios, Edmonton.

ANSWER TO PUZZLER
Mary : Jim

Editorial Board, J. A. Irving, E. J. Pratt; Editor, Gwyn Kinsey; Managing Editor, Herbert McManus; Associate Editor, Adrian Liddell Hart; Assistant to the Editor, Fern Rahmel; Contributing Editors, Jim Coleman, Robertson Davies, Paul Duval, Max Freedman (Washington), Hugh Garner, Hugh MacLennan (Montreal), Beverley Nichols (London), Mary Lowrey Ross, John A. Stevenson (Ottawa), Anthony West (New York); Director of Advertising, Lloyd M. Hodgkinson; Advertising Manager, George Glionna. Subscription Prices: Canada $2.00 one year; $3.00 two years; $4.00 three years; $5.00 four years. Outside Canada $3.00 per year. Newsstand and single issues 10[illegible] Authorized as second class mail, Post Office Department, Ottawa. Published and printed by Consolidated Press Limited, 1517 Mountain St., Montreal, Canada. Editorial and Advertising Offices, 73 Richmond St. W., Toronto 1, Canada. President and Publisher, Jack Kent Cooke; Vice-President, Hal. E. Cooke, Neil M. Watt, E. R. Milling; Assistant Comptroller, George Colvin; Secretary, William Zimmerman, Q.C.; Director of Circulation, Gordon Rumgay; Director of Manufacturing E. J. Pritchard. Representatives: New York, Donald Cooke Inc., 331 Madison Ave.; Los Angeles, Lee O'Connell Co., 111 North La Cienega Blvd., Beverly Hills, Cal.; Vancouver, John N. Hunt & Associates, 198 West Hastings Street; London England, Dennis W. Mayes Ltd., 69 Fleet Street, E.C.4



A SELECTION OF CHRISTMAS AND NEW YEAR CARDS FROM A PRIVATE INTERNATIONAL COLLECTION.

Almost everyone appreciates the best...

Leave it to old Santa —he knows something about refreshment, too. This merry world traveler could tell you that ice-cold Coca-Cola is the perfect gift for thirst— in Mombasa, in Rome, in Rio . . . or wherever you live.

Drink Coca-Cola

Have plenty of Coke on hand for the holidays

COCA-COLA LTD.

"COKE" IS A REGISTERED TRADE-MARK